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Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 1 | Ismawati, et. al., Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 iis **Taram Rural Tourism Development Post Covid-19 Pandemic** (Ismawati¹), Nurul Fauzi²), Ranti Komala Dewi³)*, Andrik Marta⁴), Ermia⁵)
^{1,4}Department of Food Crop Cultivation, Agricultural Polytechnic, Payakumbuh 26271, Indonesia ²Department of Accounting, Padang State Polytechnic, Padang 25163, Indonesia ³Department of Tourist Agency, Padang State Polytechnic, Padang 25163, Indonesia ⁵Department of Agricultural technology, Food Processing, Payakumbuh 26271, Indonesia E-Mail : *3) ranti_kd2@yahoo.com Abstract: **The Covid-19 pandemic has** caused an enormous impact on the tourism industry not only at the global level but also at the local level.

The result of this pandemic turned out to be worse than the effects of previous crises such as the SARS pandemic in 2003 and the shock of the 2009 economic crisis. Presently **the tourism sector is** trying to recover and revive from adversity. Several studies show that successful companies and communities in the pandemic era are those who can transform into the mega-shifts of the new tourism industry landscape. Characterized by four characteristics namely Hygiene, Low-Touch, Less-Crowd, and Low- Mobility Based on these characteristics, the rural tourism industry is a kind of tourism that is considered suitable for it.

Because in general, rural areas have many natural tourist destinations. Where natural tourism has become a trend for post-Covid-19 pandemic tourist destinations. The sudden pandemic Covid-19 has fostered new habits, making health and safety a top priority for visitors. Nature tourism is a popular trend that is favored by the public in new normal conditions. In the future, the types of destinations and attractions that offer

the concept of nature, eco, wellness, and adventure (NEWA) will be more in demand and become the new mainstream in the tourism industry.

In the future, NEWA's innovations will evolve rapidly to capture this shift in traveler preferences. This Assistance's purpose to explore the potential of rural Taram in developing the tourism sector which had slumped due to the impact of the Covid-19 pandemic. Tourism is a strategic sector for rural Taram because it can become the largest contributor to Original Local Government Revenue. Assistance implementation methods include potential surveys, Focus Group Discussions, and mentoring.

The results confirm that the village of Taram has potential assets in the form of a diversity of natural resources, especially forestry and agriculture, the strength of human resources that are open to change, economic assets, social capital, physical assets, and historical, cultural, and spiritual assets. Local government should determine priority potential assets to be developed as tourist destinations. Natural and cultural tourism based on local potential has the opportunity to be further developed in the future.

The Development of rural tourism could enable destinations to manage unpredictable crises, apply the sustainable tourism and resilience concepts Keywords: Rural Tourism Development, Post Covid-19 Pandemic, Natural Destination 1. Introduction The tourism industry is currently recovering after being hit by the Covid-19 pandemic. Because this sector is among the worst affected by the pandemic. Estimates to the United Nations World Tourism Organization (UNWTO, 2020), the impact caused a decrease in international tourist visits by 58%-78%. This means US\$910 billion to US\$12 trillion in lost revenue globally.

Unfortunately, this trend is expected to occur 5 to 7 years after the Pandemic. It turns out that when compared to the SARS pandemic in 2003 and the economic crisis shock in 2009, the decline in the tourism sector was only 0.4% and 4% (World Health Organization, 2020). The rapid response of governments in almost all affected countries to tackle the pandemic has yielded positive results. The international tourism continued to show strong performance through July 2022, with arrivals reaching 57% of pre-pandemic levels in the first seven months of 2022.

The steady recovery reflects strong pent-up demand for international travel, especially in the months of June and July which are part of the Northern Hemisphere summer season. The economic contribution of tourism in 2021 (measured in tourism direct gross domestic product) is estimated at US\$ 1.9 trillion, above the US\$1.6 trillion in 2020, but still well below the pre-pandemic value of US\$ 3.5 trillion (UNWTO, 2022). Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 2 |

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Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 However, the tourism sector needs to remain vigilant about the possibility of a re-emergence of the pandemic, which may appear in a different form. Tourism readiness and agility are required in the face of tourism industry megashifts. According to [1] such shifts at the macro level include major changes that have resulted in a new competitive landscape in the pandemic era. This major change driven by the devastating disaster of COVID-19 has resulted in a new industrial landscape characterized by four characteristics: Hygiene, Low-Touch, Less-Crowd, and Low-Mobility.

Successful companies in the pandemic era are those that can adapt to these characteristics.. The COVID-19 pandemic has also increased travellers' awareness of the concept of CHSE (cleanliness- health-safety-environment). In the next normal era, CHSE will be the main consideration for travellers in choosing a tourist destination. Nature tourism will be a popular trend in the new normal. In the early stages of recovery, boredom caused by staying at home will encourage travellers to go out to enjoy the fresh air and beauty of nature. The reason is because nature provides great health benefits, but low risk.

Nature tourism also provides the flexibility to maintain physical distancing from other travellers. Adventure-based nature tourism also has a great opportunity to be popular during the new normal, especially small group activities with dynamic activities, such as trekking, snorkelling, and diving. Destinations and attractions that offer the concept of nature, eco, wellness, and adventure (NEWA) will be more in demand and become the new mainstream in the tourism industry. NEWA innovations will evolve quickly to capture this shift in traveller preferences.[1].

Long before the Covid-19 pandemic hit, nature tourism was a type of tourism that was growing globally quite rapidly. [2],[3]. Time Magazine (2005) reported that the type of nature tourism and agro-tourism increased by 30 percent in the US in the last decade. Similarly, in Indonesia, the type of tourism object is still dominated by water tourism 55,5 percent, followed by nature tourism 17,9 percent, artificial tourism 11,74 percent, amusement parks and recreation 8,37 percent, cultural tourism 6,69 percent, and tourism areas 0,1 percent.[4]. Corroborated by [5] that during the period 2013-2017 nature tourism has the type of tourism with the highest number of 209 pieces.

The potential for natural tourism is more widely available in the village, so that currently the development of tourist villages continues to increase. The rapid development of tourism villages today according to [6] is due to various appreciations from the

government such as the Indonesian Tourism Village Award (ADWI), the Indonesia Sustainable Tourism Award (ISTA) and the ASEAN Sustainable Tourism Award (ASTA). This appreciation encourages rural tourism managers to continue to improve and improve their appearance. There is a slight difference between rural tourism and tourism in rural areas.

Rural tourism is a tourist destination that integrates attractions, public facilities, tourism facilities, and accessibility, which were presented in a structure of community life that integrates with the prevailing procedures and traditions (Law No.10 of 2009).

Meanwhile, tourism in the village only focuses on rural tourism activities without any interaction with the community. Taram Village is located in Harau Sub-district, Lima Puluh Kota Regency. This village has a famous tourist attraction called Kapalo Banda. The tourist destination is old but was once closed for security reasons. Then it was re-opened in 2017.

Kapalo Banda is a natural tourist attraction in a protected forest area and has a variety of tourist spots, namely a play area on the river, playing rafts in the river dam delta, a 7-level waterfall, a camping ground, and a pine forest tourist area. Increasing significantly on visitors to Kapalo Banda Taram tourism occurred in 2019 when social media was trending. In that year **the number of visitors** rose 142 percent compared to the previous year. The increase in visitors had **an impact on the** increase in contribution of the tourism sector to Taram's **Original Local Government Revenue**. Kapalo Banda tourism contributes 20 percent of its revenue on weekends (Saturday- Sunday) to the village treasury.

But like other rural tourism across Indonesia, Taram also suffered a significant decline in visitor numbers during the Covid-19 Pandemic. During 2019-2020, **the number of visitors** fell by 9 percent. The following year, 2021, visitors decreased even more, down 20 percent. Referring to [7], the most dominant sectors affected by Covid-19 were trade and tourism. Currently, the local government is emerging from the downturn. The recovery of the tourism and economic sectors **is one of the** development priorities in Taram.

The plan is in line with the five priority programs of the RPJMD of Regency 50 Kota, namely (1) the development of civil society, (2) tourism and community economic improvement, (3) corn development on sub-optimal land and fish enlargement, (4) increased regional infrastructure development and (5) increased development of the capital city of Sarilamak. Based on the plan, the tourism sector has prioritized development. Therefore it is necessary to redesign **tourism development in Rural** Taram that is adaptive to new habits but still maintains the culture and local wisdom. The

problem is that the variety of tourist destinations in Taram is still low.

Traveling visitors are still Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 3 | Ismawati, et. al., Padang, 17 – 19 November 2022
Padang, 17 – 19 November 2022 piled up at the Kapalo Banda tourist attraction, potentially causing crowds. Whereas in the new era of tourism, the principles that must be adhered to are hygiene and low crowd. Therefore, through the activities of the PIPK Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 4 | Ismawati, et. al.,

Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 program from the Ministry of Education and Culture, Research Technology-Directorate General of Vocations, the Payakumbuh State Agricultural Polytechnic entered into a partnership with rural Taram. This activity is an implementation of the Tri Dharma of Higher Education, one of which is community empowerment. It is a collaborative partnership with the local government in developing a tourism village in Taram. The goal is to find a tourist village development model, that is in accordance with local potential but still adaptive to New Era Tourism and sustainable. 2.

Methods PIPK activities were carried out from June-October 2022 in rural Taram, Harau District, 50 Kota Regency. The program implementation team consists of 5 multidisciplinary lecturers from the Payakumbuh State Agricultural Polytechnic and Padang State Polytechnic. The partners of this activity are Taram local government and the Kapalo Banda tourism manager. The implementation of PIPK activities also involves students to support the project-based learning they are preparing. The method of implementing activities are consist of socialization, Focus Group Discussions, training, and counseling.

The implementation is divided into four stages, namely (1) the Preparation stage, (2) the Implementation stage, (3) The Assistance stage, and (4) the Monitoring and Evaluation.
2.1. The Preparation Stage Starting with the socialization of activities to partners and continuing with asset reinventing. The assistance team reviewing the assets and needs of the community. Survey activities and Focus Group Discussions (FGD) were carried out to explore the potential of various assets, problems and needs of residents.

The actors involved pentahelix element: local government, community leaders, traditional people, religious leaders, tourism management organizations and women entrepreneurs. Various inputs from local communities are recorded as information to be sorted.
2.2. Implementing Stage Design Stage: The results of the re-inventing are then sorted based on the assets considered by the residents as strategic assets. The village

community was asked to choose which assets would be the priority to help empower the community.

The final result of this stage is an agreement with the community in formulating an action program in solving the problems and needs that have been sorted out earlier. At this stage, the implementation team will align the work program with the village government's work plan and the capabilities of the community involved. The emphasis is on the availability of owned assets such as the availability of human resources, access and budget availability. 2.3. Assistance Stage After the partners agree to choose the program, the next stage is empowerment activities.

The form of community empowerment is training and assistance in preparing tourist itineraries. Through this activity, partners' knowledge and skills are expected to increase. 2.4. Mentoring and Evaluating stage Communities who have carried out the program are provided with assistance to ensure that what is done is by the plan. In addition, mentoring serves as a community medium to discuss and find solutions if there are problems in the implementation of the program.

The evaluation was carried out to measure the level of success of the program, to assess the performance between implementation and planning as well as **the impact of the** program on improving indicators of development in the village of Taram. Aspects evaluated include increasing knowledge, skills and economic impact. 3. Result and Discussion Before the initial outbreak of the Covid-19 pandemic, the tourism sector had contributed significantly to Taram's **Original Local Government Revenue** (PAD). A growing tourist destination is Kapalo Banda, which is upstream of a river in the Pine conservation Forest area.

The variety of attractions available is instagramable photo spots in the pine forest area, tracking to a 7-level waterfall, playing rafts on the river, swimming, and camping ground. Another tourist destination is Surau Tuo, an old mosque left by Sheikh Ibrahim Mufti, which is visited by many Muslims for pilgrimage. Unlike Kapalo Banda, Surau Tuo's religious and historical tourism is only crowded during religious days such as the Prophet's birthday and Islamic New Year.

So that the tourist destination that is a permanent source of income for Taram PAD is only from Kapalo Banda. An agreement between the tourism manager and the local government is that the revenue from ticket sales on Saturdays and Sundays, 20 percent of which belongs to the village. Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 5 | Ismawati, et. al.,

Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 Since the restrictions imposed by the Covid-19 pandemic, tourism activities have come to a halt. This condition has a strong impact on all industrial rural tourism in Taram. The number of visitors continues to decline until 2021, as presented in figure 1. Figure 1. The Impact of Covid-19 Pandemic on the Decrease in the Number of Visitors at Kapalo Banda Taram. This decline in the number of visitors not only has an impact on the decline in income of tourism managers, but also affects the decline in the economy of Taram village at large.

The results of an interview with one of the MSMEs producing Minangkabau specialties, various chips from cassava such as Sanjai, Karak Kaliang, Ganepo, said that during the pandemic his business stopped completely. While bank loans must still be paid, as a result, almost 90 percent of production equipment was sold to cover the debt to the bank. The difficulties experienced by the people of Taram village due to the adverse effects of the Covid-19 pandemic on the economy have made them have the same enthusiasm and desire to rise from this crisis.

Through this community empowerment program, strategic steps were taken to rebuild the tourism sector as the largest contributor to PAD in Taram village. A successful empowerment program is characterized by the involvement of all elements of the local community from the beginning to the end of the activity. That is why at the preparation stage socialization was carried out, so that all have the same perception of what, why and how the tourist village development model in Taram will be implemented.

The community is encouraged to be able to reveal their own resources. The goal is to instill the mindset that they are an empowered community that has assets to be developed. Assets reinventing is achieved by surveys and FGDs, the results are presented in Table 1. Table 1. Potential rural assets of Taram Assets Description Natural Assets 800 ha conservation forest, river dam, agriculture (rice and corn), livestock (cattle and chicken), "Bukik Bulek" Geopark, horticulture (fruits and vegetables) Human resources Open to change, communicative, participatory, 1st place National Achievement Village-regional 1, best Pokdarwis at provincial level, entered 244 national Tourism Villages Economic and social Assets Local Corporate "Bumnag Sato Sakaki", mutual cooperation culture, village market, mini fuel station, irrigation, cheap entrance ticket (IDR.5000) Physical Assets Good road access, waste processing house, meeting and training hall, traditional homestay "Rumah Gadang", outdoor meeting wood Historical, cultural and spiritual assets High role of traditional leaders, historical mosque "Surau Tuo", Taram legend, Silek Tuo dance, traditional house "Rumah Gadang", Traditional Festival event, Talempong dance, Relics of Sheikh Ibrahim Mufti Based on reinventing assets above, the Taram village tourism development model was built,

through the optimization of resources that have high potential. The development of Taram village tourism is suitable to the guideline of New Era Tourism and visitor preferences in traveling.

One of them is that tourism in the post- Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 6 | Ismawati, et. al., Covid-19 period has the character of hygiene, low-crowd, and low-risk. According to this principle, the type of nature tourism that presents adventure attractions is a model that is needed and in demand by visitors. The Taram village tourism development model is an integration of forestry, agriculture, and religious sectors as the basis of natural resources and potential historical assets.

The strategic program is the optimization of Kapalo Banda tourism through the addition of tourist spots, diversification of tourist destinations through the construction of Corn-based educational tourism objects, and the development of Surau Tuo tourism objects. The program goals are: a. Diversification of tourist destinations: addition of tourist spots in Kapalo Banda and the construction of new tourist destinations, namely "Jagung View Taram". Keeping visitors from accumulating in one tourist attraction, to create Less-Crowd and Less-Risk Tourism. b. The addition of corn education tours aims to provide a place of learning for students. So that visitors are more segmented and widespread.

This strategy is a form of reviving rural Taram to overcome the decline in visitors due to the impact of the Covid-19 pandemic. c. Integration of all tourism potential in Taram village into various types of tour packages, aims to increase the length of tourist visits. If the length of visit increases, it is expected that the amount of money spent by visitors will increase. As a result, there will be a multiplier effect in the form of increased demand for homestays, restaurants, transportation, etc. Finally, the economy of the Taram village community will revive.

Successfully of Taram village in utilizing marginal land into corn plantations has helped the government of District 50 Kota in carrying out its strategic program to increase corn production as a superior commodity. Through the opening of educational tourism "Maize View Taram" further strengthens the branding for Taram as a corn production center village. According to [6], educational tourism villages have a strategic role, not only as a community-based tourist attraction, but also as a learning laboratory for students and university students in supporting the independent learning program of the Ministry of Education and Culture. In order to develop of tourist destinations to attract visitors, it is necessary to package tour packages. Tour packages can be prepared if the tourist village has at least two tourist destinations.

Based on reinventing, Taram village has exceeded the minimum requirements. The preparation of the itinerary was assisted by students as a form of their project-based learning output. It is a list and schedule of the tour complete with time, destinations visited, accommodation, hotels, restaurants, departure time, and arrival time. Completed itinerary arrangement is as follows: a. One Day Tour Package This One Day Tour package invites visitors to tour Kapalo Banda, Surau Tuo and corn education tours. The types of tours that visitors can enjoy are nature tourism, educational tourism and religious history tourism.

Visitor interaction with the community occurs during the attraction of learning to plant and pick corn and ends with learning how to process corn. Through the compiled itinerary, visitors, especially school children, are guided by the route of traveling so that it is more directed. The end point of the trip is at Kapalo Banda, where visitors can play water to their heart's content or enjoy the view of the pine forest by taking selfies in several available photo spots. Table 2.

Itinerary One Day Taram Tour Location Time (WIB) Itinerary Meeting point at surau tuo 08.00 - 08.30 Gather at surau tuo to get ready for the cornfield. Meeting point - corn field (Jaguang 08.30 – 08.45 Travel from the meeting point to the cornfield. views) Corn farm (Jaguang Views) -Corn milling factory 08.45 – 12.00 Learn how to pick and plant corn and other activities in the corn field. Rest time 12.00 – 13.30 Lunch around the Jagu ang Vie ws are a and pra y at Sura u Tuo. Sura u Tuo - corn kernel cr ush ing plant 13.30 – 13.45 The journey from Sura u Tuo to Kapalo banda Tara m Kapalo Banda Taram 13.45 – 15.00 Learn how to process corn. Tour completed. b.

Two Days Tour Package The difference between the Day Tour package itinerary and the Two Days Tour is in the visitor involvement program in environmental conservation. The visitors are invited to enjoy exciting adventures into Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 7 | Ismawati, et. al., the protected forest for tracking to the 7-level waterfall, swimming, and fishing in the Compo area. Visitors can also visit citrus fruit picking agro-tourism owned by the local community.

In addition, the visitors are also required to plant one tree in the forest area to realize sustainable and resilient tourism. Visitor involvement in maintaining the sustainability of tourism is needed. Tree planting is one way to maintain the availability of water. Kapalo Banda tourism in Taram can be enjoyed by visitors in the long term if the availability and quality of water are protected. This goal will be achieved if the manager involves visitors to participate in maintaining the sustainability of tourism in Taram. The planted trees are

named according to the name of the visitor.

This moment is expected to always be remembered by visitors and able to raise visitors' awareness of environmental conservation. The following is the itinerary of the two-day tour package compiled by the PIPK Team. Table 3. Assets Itinerary Two Days Taram

Tour Days	Location	Time (WIB)	Itinerary
First Meeting point	Kapalo	08.00 - 09.00	Gathering at Kapalo Banda to prepare for the trip to 7 Levels Day Banda Waterfall .
Kapalo Banda - 7 Tier Waterfall	Kapalo Banda - 7 Tier Waterfall	09.00 - 10.00	Travel from Kapalo Banda to 7 Levels Waterfall .
7 Level Waterfall	7 Level Waterfall	10.00 - 12.00	Arriving at the first level, tourists can play water , enjoy the scenery, fish in the Compo area , plant trees and have lunch. 7 Tier Waterfall - Surau
12.00 - 13.15	Travel from 7-level waterfall to surau tuo.	12.00 - 13.15	Travel from 7-level waterfall to surau tuo.
13.15 - 15.00	Zhuhur prayer , pilgrimages to the grave of Sheikh Ibrahim Mufti .	13.15 - 15.00	Zhuhur prayer , pilgrimages to the grave of Sheikh Ibrahim Mufti .
Homestay (free program)		15.00 - 18.	Homestay (free program 15.00 - 18.

30 Head to home stay, check in and rest or do other activities until & rest) dinner time. Dinner at home stay 18.30 - 20.00 Tourists will have dinner at the home stay. Grilled fish catch 20.00 - 22.00 Grill the fish from the fishing boat. 2st Meeting point at 08.00 - 08.30 Breakfast at the homestay gather in front of the homestay to Days home stay prepare for the cornfield. Homestay - cornfield 08.30 - 09.00 Journey from the home stay to the cornfield. Cornfield 09.00 - 11.00 Learn how to pick, plant corn and take pictures. 11.00 - 11.15 Journey from the corn farm to the corn mill. Cornfield - corn mill 11.15 - 12.30 Learn to process corn. Corn milling place 12.30 -14.00 Lunch break at the home stay.

Ishoma at home stay 14.00 - 14.20 Trip from home stay to orange orchard. Homestay - orange 14.20 - 15.30 Orange picking activity at the orange orchard. orchard Orange orchard 15.30 - 15.50 Return trip from the orange orchard to the home stay. Orange orchard - 15.50 - 17.00 Get ready to check out the homestay. Tour completed. homestay The Two Days Tour package aims to increase the length of tourist visits. The longer visitors are in Taram Village, create more money will be spent on visitors such as buying food, drink, stay, and other needs. The impact is that homestay occupancy will increase and help restore the community's economy.

In addition, this moment is a means for visitors to get to know more closely the culture and daily life of the Taram village community. The real purpose of rural tourism is how visitors are involved with the rural's daily life. The involvement of visitors can be an unforgettable experience for visitors. From this unforgettable experience, visitor satisfaction increases and encourages the increase in tourist return visits to Taram Village. According to [8], satisfied visitors have a significant effect on interest in repeat visits. To make the tour package more attractive, a brochure/poster was also made that

can be printed or promoted through social media (Figure 2).

Important information on the poster includes the name of the tourist attraction, contact person, tour package price, and call to action (CTA) as an invitation sentence to the audience. This brochure is a form of tourism marketing that can be printed to be distributed during a direct promotion or digitally by uploading on social media accounts such as Instagram and Facebook. Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 Proce ding Internation al App lied Bus in ess and En gineer ing Con fere nce E-ISSN: 2798-4664 8 | Ismawati, et. al., Figure 2.

Brosur Promosi Paket Wisata Taram The process of building photo booths and educational tourist destinations is still ongoing. In addition, the PIPK implementation team also contributed to the provision of tools and materials in the development. For the visitation rate to increase, the physical evidence aspect in the marketing mix is also considered. One of them is the provision of infrastructure facilities such as the construction of an entrance gate as a welcome greeting at Kapalo Banda tourist attraction and the provision of garbage disposal for visitors.

Although measuring the success rate of the program is still too early to do because the construction process has not been completed, it has had a significant impact. For example, there has been an **increase in the number of visitors** if a comparison is taken in the month when visitors are usually busy, namely July during the school holidays. Based on this comparison, **the number of visitors** in July 2022 was 25,795 visitors more than in July 2021, which was 16,450 visitors.

The data shows that the building of physical evidence and photo spots at Kapalo Banda **has an impact on** increasing **the number of visitors** during school holidays by around 56 percent. The development of corn- based educational tourism which is being on progress will able to increase **the number of visitors**. This addition will have **an impact on the** rise of the economy of the Taram community. Implementation of the PIPK program can seen that the post-Covid-19 Taram tourism village development strategy can be carried out through First: Adaptation and transformation of the demands of New Normal tourism by applying the principles of hygiene, less crowd, and less-risk tourism, to **make visitors feel safe** and comfortable traveling in Taram village.

According to [9] the advantage of developing a tourist village as an alternative to post-Covid-19 pandemic tourism is that it reduces the risk of infection, low population density, reduced human interaction, easy social distancing, and smaller lodgings. So tourist destinations can be a potential tourism potential that can be developed post-Covid-19. Consistency in **the implementation of health protocols in** tourist villages

according to [10] requires good cooperation between the government, the community, and tourism managers.

Second: Diversification of tourism through the development of corn-based educational tourism to expand visitor segmentation. The basis of the developed tourist objects still refers to the optimization of the uniqueness of natural resources combined with cultural and religious tourism. According to [11], highlighting the uniqueness of natural, artificial, and local cultural resources is a strategy that can strengthen tourist villages to rise after the pandemic.

This is in line with the principle of the motto of life of the Minangkabau people "Adat basandi Syarak, syarak basandi kitabullah. Where in Minang society, people's lives must be in harmony with the customs and religion they follow. In addition, the results of studies [12] and [13] Padang, 17 – 19 November 2022 Padang, 17 – 19 November 2022 Proceeding International Applied Business and Engineering Conference E-ISSN: 2798-4664 9 | Ismawati, et. al., reinforce that one of the strategies that can be carried out post-Covid-19 is the diversification and variety of more attractive tourist attractions. Third: Attractive tour package and encourage visitors to stay longer.

Preparation of tour packages accompanied by itineraries that can meet consumer needs in new normal era. The tour packages compiled must be able to capture the lifestyle and behavioral shifts of visitors as a result of the pandemic. Where tours are packaged more segmented and customized. In line with the opinion that the strategy for developing post-Covid-19 tourist villages is through adaptation by familiarizing and disciplining the application of the CHSE protocol, tourism segmentation is more based on personalizing, customize, localize, and smaller in size. Fourth: Involving visitors in creating sustainable and resilient tourism villages through forest conservation is a form of mitigating the tourism sector against various threats and other unexpected outbreaks.

According to [14], to recover tourism sector in the post-pandemic is to develop destinations and tourist attractions that are sustainable and able to mitigate disasters. Realizing the reviving of Taram tourism village from the impact of the Covid-19 pandemic above, requires cooperation, collaboration, and synergy between the elements of the Penta helix model, namely local governance, community, tourism managers, academics, and media. The PIPK program currently implemented in Taram village is a form of academic involvement in encouraging the revival of the tourism sector in Taram village.

According to [15] the Penta helix element helps in the process of planning, implementing, and developing a sustainable rural tourism industry. The academics in the

Penta helix model according to [16] can be done through research and social services. This is in line with the results of previous empirical and practical studies, that the development of post-Covid-19 tourist villages requires local governance cooperation and collaboration with all stakeholders involved in the tourism industry by optimizing all potential resources, facilities, and infrastructure. [17];[18];[19]. 4.

Conclusions The development of Taram tourism village post-Covid-19 can be done through (1) Adaptation and transformation of the demands of New Normal tourism by applying the principles of hygiene, less-crowd and less-risk tourism, (2) Diversification of tourism through the development of corn-based educational tourism as a local superior commodity combined with cultural and religious tourism to expand visitor segmentation, (3) Packaging tours that are more attractive and encourage visitors to stay longer, through the preparation of tour packages and itineraries and (4) Involving visitors in creating a **sustainable and resilient tourism** village as an effort to preserve forests and disaster mitigation.

The success of the program is highly dependent on the collaboration, synergy, and cooperation of Pentahelix elements in program planning, implementation, and evaluation. In the future, Taram can increase digital-based tourism, such as e-tickets and entrance barcodes. homestays need to be managed, and promotional transformation through virtual tours.. Acknowledgement The PIPK program activities in 2022 can be carried out properly with the cooperation and financial support from the Ministry of Education, Culture, Research and Technology of the Republic of Indonesia and the Directorate General of Vocational Higher Education.

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