

## ABSTRACT

*Tourism management policy has changed since Corona Virus Disease-19 (COVID-19) was declared as a global pandemic by the World Health Organization on 11 March 2020. Batulayang Tourism Village in Bogor Regency, West Java Province is one of the tourism villages affected by the COVID-19 pandemic and faced with the situation to adapt in its management. The purpose of this research is to determine the impact of the COVID-19 pandemic on the Batulayang Tourism Village as well as finding out the responses that arose and how the adaptation strategies of the Batulayang Tourism Village management were planned, implemented, and realized in accordance with the CHSE (cleanliness, health, safety, and environmental sustainability) guidelines issued by the Ministry of Tourism and Creative Economy. The research was conducted using a descriptive qualitative method with data collection sourced from field observations, literature studies, and in-depth interviews. The results showed that there was an impact on guest reservation, income of homestay owners, the number of tourist visits and environmental cleanliness. The closure of Batulayang Tourism Village was conducted as a form of a response to the current status determined by the government. Adaptation strategy planning in the management of the Batulayang Tourism Village was developed as another form of response to address regulations that allow the Batulayang Tourism Village to be reopened. The realization of the adaptation strategy occurred has not fully complied with the CHSE guidelines. However, the planning and implementation process of the adaptation strategy shows participation from the community and the Batulayang Tourism Village management team, in which the Batulayang Tourism Village team leader acts as a key figure.*

**Keyword:** *adaptation strategy, tourism village management, strategy planning, strategy impementation, strategy realization.*