

ABSTRACT

Tourism is the government's main sector because it is able to drive the nation's economy, where this sector is the third largest contributor to national foreign exchange. During normalization times like today, the trend of nature tourism is becoming an increased activity because it is considered to provide flexibility in implementing physical distancing. Tourism in Pangalengan is a favorite place for tourists to fill their holiday time. This study aims to identify the success of tourism businesses in Pangalengan District, Bandung Regency based on indicators of business success factors consisting of Modifications, Business Functional Areas, Technology Adoption, Business Strategy.

The research method used in this study is a qualitative method. Where the analysis is obtained from primary data through direct interviews with the parties concerned, namely tourism business actors in Pangalengan District. The object of this research includes the tourism business of Taman Langit, Wayang Windu Panenjoan and Nimo Highland.

From the research results, it was concluded that the three businesses could survive the pandemi by implementing strategies that according to previous research were relevant, such as Modification, Business Functional Areas, Technology Adoptions and Business Strategy. The results of this study are expected to be an evaluation of other business processes carried out by other business actors.

Keywords: *Business success factors, Tourism, Entrepreneur*