



## Revitalization of Cultural Tourism Destinations for the Outside of Uluwatu Temple in the New Normal Era

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### ABSTRACT

This study investigates 1) what causes cultural tourism destinations outside the Uluwatu temple to be revitalized in the new normal era; 2) how cultural tourism destinations outside the Uluwatu temple are revitalized in the new normal era; and 3) the effects of revitalizing tourist destinations outside the Uluwatu temple, particularly on social, cultural, economic, and religious life in the new normal era. The theories used in this study are as follows: (1) George S. Count and Harold Rugg's reconstruction theory, (2) Anthony Giddens' structural theory; and (3) Stuart Hall's reception theory. This research uses qualitative analysis method with interpretive descriptive. The results obtained are as follows; (1) The reason for the revitalization is to increase tourist interest in visiting tourist destinations outside the Uluwatu Temple after the closure of destinations due to the Covid-19 pandemic by rearranging tourist arrival services and planning a restructuring program, tourist service concept, strengthen information on CHSE; (2) The process of revitalizing is by following the direction of state political policies by focusing on health protocols and the implementation of CHSE policies in the operational guidelines of tourist destinations; (3) The implementation for the socio-cultural, socio-economic and religious life of the people of Pecatu Village are greatly felt by Revitalization of Cultural Tourism Destination in the Outer Area of Uluwatu Temple.

Keywords: revitalization, cultural tourism destinations, outside uluwatu temple area, new normal era

### Introduction

The outbreak of the Covid -19 pandemic in Indonesia and also happening globally in early 2020 caused Bali's tourism to really experience an extraordinary decline. This makes the Indonesian government announce that Indonesia is in a situation of the Corona Virus Disease 2019 (Covid -19) pandemic which has a significant impact on all aspects of people's lives, including tourism life. The travel ban policy or a ban on visits from countries affected by the Covid- 19 virus has had a major impact on the tourism life of the country, especially Bali. This makes the number of tourists, both foreign and domestic tourists, decreased. Especially for the province of Bali, the impact was felt and made the economy of Bali very hard, because Bali makes tourism as a top priority. The weakening of the Bali tourism industry due to Covid- 19 has caused tourist destinations throughout Bali

to experience a very drastic decline in tourist arrivals, even none at all, both domestic and foreign. As a cultural tourism destination, the area outside the Uluwatu temple in Bali is also experiencing a temporary closure. Anticipating such a situation, it is necessary to immediately tackle the affected tourist destinations. The quick and appropriate steps to restore Bali's tourism conditions are through the restoration of post- Covid -19 tourist destinations, known as the revitalization of tourist destinations. Revitalization of tourist destinations is an effort to improve the quality, sustainability and competitiveness of national tourism products and destinations (Hanief Sofwan, Pramana Dian, 2018: 37-38).

The revitalization of the area aims to improve the function of the area through proposals and implementation programs that are able to create quality public space and community growth in the area.

Revitalization efforts in the environment focus on the existence of the situation and how something can be strengthened and functioned again in a better way in the existing context (Zahnd.Markus, 2008:241) as a result of the closing of cultural tourism destinations outside the Uluwatu Temple was felt by the community surrounding areas, because the lives of most of the people there depend on the tourism sector, namely as traders, Uluwatu tourism employees, as tour guides, as kecak dancers, managing tourist transportation and others (<https://bali.antarane.ws.com/berita/191835>) (accessed June 17, 2020). After the Covid-19 pandemic was judged to have begun to decline in transmission in Indonesia, and based on the WHO statement that this virus would not be able to disappear from the surface of the earth, the government of the Republic of Indonesia began to voice the new era program, namely the new normal era. Departing from these developing conditions, the provincial government of Bali together with the central government through the Ministry of Tourism took strategic steps in restoring the country's economy, namely by revitalizing the existence of Bali tourism destinations, especially the area outside the Uluwatu Temple. The revitalization phase of Bali tourism, of course, must follow the protocol for the life of the New Era of Bali after Covid - 19. According to Y. Sumandiyo Hadi (2011:2) revitalization includes the process of preservation, or protection, development, and maintenance, and is also understood as a process of creativity.

In cultural tourism destinations outside the Uluwatu Temple related to this revitalization, tourism managers take advantage of the momentum of closing tourist areas due to the Covid- 19 pandemic to evaluate and rearrange their tourist attractions, so as to present a better impression for tourists, including starting to implement sustainable tourism after the pandemic is expected to lead to the

conditions of the new normal era or new trends in traveling with tourists will pay more attention to tourism protocols, especially those related to cleanliness, health, security, comfort, which leads to sustainable and responsible tourism . Things like this will be a platform towards the new normal era, and positioning how to be a sustainable tourist destination.

Considering the potential for cultural tourism destinations outside the Uluwatu temple, it is a leading tourist destination so that it can be reopened based on the following things; (1) revitalization of cultural tourism destinations after the Covid -19 pandemic needs to be carried out; (2) the area outside the Uluwatu Temple as an international standard Balinese cultural tourism asset and a source of PAD (Regional Original Income) for the Bali government needs to be restored after being closed during the outbreak of the Covid- 19 virus in Bali; (3) Pecatu Traditional Village as the manager of cultural tourism destinations outside the Uluwatu Temple, gets many sources of economic life from this tourist destination, both for the people of Pecatu Village themselves and other Balinese people who are engaged in the tourism sector; (4) cultural tourism destinations outside the Uluwatu Temple are the 4 (four) major cultural tourism destinations in Bali which are the priority scale for revitalizing the development of tourism areas by the Bali provincial government; (5) have complete tourism assets and are well known to the world of tourism, both historical, cultural, artistic, natural assets, as well as professional tourist management so that they need to be revitalized in the new normal era.

### **Research methods**

This research method uses interpretive descriptive qualitative research methods because it is in the form of descriptive data shaped like of words and expressions including actions that can be observed during the research process. The research

was conducted based on the results of observations. The data used are primary data in the form of interviews with informants where the selection and number of informants in qualitative research is not determined in terms of numbers, but prioritizes efforts to obtain as much information as possible with deep accuracy from various sources and secondary data in the form of documents and records from various sources research place.

## **Research Result**

### **Factors Causing Revitalization of Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era**

#### **Increasing Tourist Interest to Visit Tourist Destinations Outside Uluwatu Temple**

To rebuild tourism arrival service facilities, from the context of this research it can also be understood that renewal is not presenting something completely new, but rather re-equipping it and then applying it to the reality of current conditions after the reopening of tourist destinations in the new normal era to increase interest. tourists to visit the Cultural Tourism Destinations Outside Uluwatu Temple. In relation to the rearrangement/revitalization of tourist arrival services to Cultural Tourism Destinations for the Outside Uluwatu Temple in the New Normal Era after the Covid- 19 pandemic (Coronavirus Disease -2019).

#### **Planning of the Tourist Service Concept Structuring Program.**

In saving the tourism industry in post-Covid -19 Indonesia, especially in the Cultural Tourism Destinations for the Outside Uluwatu Temple, it is necessary to plan a program for structuring the concept of tourist services, which can be carried out with 3 (three) strategies: (1) short-term strategy; This short-term strategy can be carried out through several things, including

the Regional Government, especially the Badung Regency with the Tourism Destination Management Agency carrying out policies that are reconstructive in nature. This system can provide support for tourist services by strengthening the Destination Management Organization (DMO); (2) Making SOPs (Standard Operating Procedures) to prevent the spread of the Covid- 19 outbreak in tourist destinations by making health protocols, especially in the new normal era; (3) Strengthening information on CHSE (Cleanliness, Health, Safety, Environment) in tourist destination areas. The management of the planning of the tourist service arrangement program needs to be strengthened by improving the operational process of managing tourist destinations, starting from managing information to providing feedback from tourists.

#### **Cultural Tourism Area Outside Uluwatu Temple Was Closed**

The impact of the Covid- 19 (Coronavirus Disease -2019) outbreak was seen in the tourism sector, namely the policy of temporarily closing all tourist destinations in Indonesia, including all tourist destinations in Bali. This includes the Uluwatu Temple Outer Cultural Tourism Destination which began to close from April 2020 and began to reopen in August 2020 with the term new normal era which means adapting to new life in handling tourist arrivals at this tourist destination. This health protocol refers to the Decree of the Minister of Health Number HK.01.07/Menkes/382/2020, in the context of preventing and handling Covid- 19. Thus, like it or not, in a very fast and challenging time, tourist destinations must capture this momentum as has been implemented in the Cultural Tourism Destinations Outside the Uluwatu Temple Area. After observations regarding the guidelines in the health protocol for tourist arrivals, the Management

Agency for Cultural Tourism Destinations for the Outside Uluwatu Temple has established a health protocol.

### **Many Infrastructures Are Damaged Due to Cultural Tourism Destinations Outside Uluwatu Temple Closed**

The revitalization carried out by the management of the Cultural Tourism Destinations for the Outside Uluwatu Temple, namely improving infrastructure and supporting facilities for the restoration of the reopening of tourist destinations in the new normal era by the Bali Regional Government and the Central Government. Tourist destinations must be temporarily closed to minimize the transmission of this corona virus. Over time, the issuance of about 4 (four) central government policies around July 2020, after the policy of closing all tourism sectors in Indonesia around April 2020, which was followed by the implementation of the Regional Government, especially the Badung Regency government to be able to start the revival or reopen the sector. tourism by implementing a new life order ( new normal era) through strict health protocols.

### **Minimizing the Spread of Covid -19 to Tourists and Officers**

The efforts of the Badung Regency government and the Cultural Tourism Destination Management Agency for the Uluwatu Temple Area in minimizing the spread of Covid- 19, especially in tourist destinations in this new normal era include; 1) routinely spraying disinfectants 2 (two) times a day in tourist destination areas; 2) the application of the 3M health protocol, namely using masks, washing hands at facilities that have been provided and conducting physical distancing for tourists visiting tourist destinations and officers who are active in the area, including traders, tour guides, and other public facilities; 3) consistent application of health protocols according to Cleanliness, Health, Safety and

Environment (CHSE) standards and have been certified

### **Health Protocol has not been implemented in Cultural Tourism Destinations Outside Uluwatu Temple**

Efforts to restore tourism after the Covid -19 outbreak are not only through the preparation of policy instruments, but must also be balanced with internal improvements to tourism destination managers and parties involved in tourism to ensure that the revitalization of tourist destinations is not only externally aimed at tourism business actors, but also includes internal improvement efforts. CHSE technical guidelines (Cleanliness, Health, Safety, Environment) and Health Protocol Guidelines (prokes) will encourage revitalization efforts (recovery), tourism destination readiness, and in the context of the new normal order (new normal era), as well as build public trust and increase the interest of tourists to come to visit tourist destinations.

### **New Normal Era Demands Development of Tourism Destinations According to Health Protocols**

The world of tourism is said to be entering a new era, namely the new normal era, this condition is due to the corona virus pandemic which has changed the tourism order in particular, which focuses more on the health aspect. All tourism sectors prepare their respective Standard Operating Procedures (SOP) to be able to adapt in this new normal era. The Minister of Health of the Republic of Indonesia has issued Ministerial Decree Number HK.01.07/MENKES/328/2020 concerning Guidelines for the Prevention and Control of Corona Virus Disease 2019 (Covid -19) in Office and Industrial Workplaces in Supporting Business Sustainability in Pandemic Situations. This document underscores the re-activation of tourist arrivals at tourist destinations that have

slumped after the Covid-19 pandemic. This condition requires tourism stakeholders to adapt and remain optimistic that the Covid-19 pandemic can be passed while still implementing strict health protocols to suppress the spread of Covid-19 in tourist destinations.

### **The New Normal Era Demands Education, Socialization and Simulation of Health Protocols**

The stages of education, socialization and simulation must be understood by the public and at tourist destinations, especially by tourists and officers, because tourists who return to visit are safe from Covid-19, very much depends on tourist discipline and collective awareness in complying with the health protocols that have been set by the tourism destination management agency.

At least, there are 5 (five) stages that must be taken by tourist destinations that are heading for the new normal era which are interrelated in implementing the Covid-19 health and safe protocol, namely: 1) that step must be accompanied by preventive actions and handling of Covid-19 through education, socialization and simulation of effective health protocols; 2) timing stage, namely this stage determines the time when an area can start its social and economic activities; 3) priority stage; 4) the coordination stage between the center and the regions; 5) the monitoring and evaluation stage of the implementation of the recovery of socio-economic activities itself.

#### **3.1.9 New Normal Era Demands Professional Development of Tourist Destinations**

In relation to the implementation of professional tourism development after Covid-19 in the new normal era, the management of the Uluwatu Temple Outer Area Cultural Tourism Destination takes steps related to services to tourists who come to visit, including: 1) Establishing a Covid-19 Handling Team at cultural tourism

destinations. ; 2) ensure that the entire tourist destination area is clean and hygienic; 3) provide clean and hygienic hand washing facilities, educational posters on how to wash hands properly and correctly, must provide hand sanitizers with a minimum alcohol concentration of 70% in public places; 4) installing socialization warnings and banners in strategic places that have been installed in several cultural tourism destinations outside the Uluwatu temple; 5) make engineering to prevent the transmission of Covid-19 by installing a barrier or glass screen at the ticket purchase counter to prevent the transmission of Covid-19; 6) visitor management to facilitate the implementation of physical distancing ; 7) implementing physical distancing in tourism activities; 8) the use of masks for both officers from cultural tourism destinations in the Uluwatu temple area and visiting tourists; 9) limiting the opening/visiting hours of tourists; 10) checking (screening) the temperature using a thermo gun ; 11) planning and risk mitigation have been made.

### **Strengthening the Legal Basis for the Regulation of Tourist Arrival Services**

The legal basis for the regulation refers to the Decree of the Minister of Health Number HK.01.07/MENKES/382/2020 concerning Protocols for Public Health in Public Facilities in the Context of Prevention and Control of Covid-19. Consists of 2 (two) main parts in the Ministerial Decree, including the first; general principles of health protocols in the prevention and control of Covid-19, second; health protocols in 12 places and public facilities which are also equipped with measures that must be taken when finding cases of Covid-19. Specifically, for the location of tourist destinations, it is at point 8 of the places and public facilities in the Ministry of Health above, namely the location of tourist attractions. In a safe and healthy tourist

destination, it needs attention and needs to be empowered in implementing health protocols.

### **New Normal Era Requires Involvement of Local Government and Central Government**

The involvement of the government as a factor in the revitalization of post- Covid - 19 tourist destinations in the new normal era, is an intervention by the central and regional governments in the system, provisions, developments made to prevent the spread of Covid- 19, especially in Cultural Tourism Destinations Outside Uluwatu Temple in the service of tourist arrivals. The government is involved in preventing the spread of Coronavirus Disease 2019 (Covid -19) with health protocols (prokes) for optimal protection for tourist destination officers and visiting tourists.

### **The Process of Revitalizing Cultural Tourism Destinations in the Outer Area of Uluwatu Temple in the New Normal Era Occurrence of the Covid- 19 Pandemic**

Coronavirus disease pandemic (Covid-19), is part of the disease caused by Severe Acute Respiratory Syndrome 2 (SARS-CoV-2). Since the announcement of a positive case of the Covid -19 virus in Indonesia on March 2, 2020, the Management Agency for Cultural Tourism Destinations for the Outside Uluwatu Temple has increased steps in dealing with the global pandemic of Covid -19 in destination operations. The Badung Regency Government has paid attention to the sustainability of tourist visits due to the Covid -19 pandemic in accordance with international standards, including the budget specifically allocated for all prevention and handling efforts. However, given its urgent nature for the sustainability of tourist destinations, especially in the Cultural Tourism Destinations Outside Uluwatu Temple, recovery efforts still need more time.

### **Following the Direction of State Political Policy**

The policy directions and strategies of the Ministry of Tourism and Creative Economy describe the spirit and efforts made to change the current condition into the desired condition. The direction of the state's political policy in the Cultural Tourism Destination Outside Uluwatu Temple in this context is able to carry out revitalization/recovery related to the condition of the destination in the new normal period in opening tourist visits during the Covid- 19 pandemic with the implementation of strict health protocols and already standardized by the central government. The direction of the political policy of the Badung Regency Government which has a Cultural Tourism Destination for the Outer Area of Uluwatu Temple, formulates guidelines for supporting tourism, including regulating tourism transportation protocols, accommodation, restaurants, and souvenir shops. Beside training for tourism actors, new procedures for tour guides, and standard operating procedures for evacuation areas for tourists experiencing health problems.

### **Following Action Aspect Changes on Agents**

In the aspect of changes that occur in the Uluwatu Temple Outside Cultural Tourism Destination, there is involvement of those who want change. Changes in actions to agents at the Cultural Tourism Destinations Outside Uluwatu Temple, can carry out revitalization/recovery in the reopening of tourist destinations that had suspended animation due to closures due to the Covid-19 pandemic. Changes in aspects of the agent's actions show that space and time are not only seen as arenas, but also become settings for various social practices and routines. Similarly, what happened in social changes in the Cultural Tourism Destinations Outside Uluwatu Temple made it more alive and alive after the closure of

previous tourist destinations, which was a process of revitalizing the condition of health protocol infrastructure to support the reopening of tourist visits. It is carried out by local government agents through the Governor of Bali, the Regent of Badung, the Regional Secretary, the Head of the Badung Tourism Office, the Management Agency for the Uluwatu Temple Outer Area Tourism Destinations which are then supported by the tourism community, tourists who will return to visit.

### **Resource Change**

Formatively, resource changes are carried out in the process of revitalizing tourist destinations, especially in the Uluwatu Temple Outer Cultural Tourism Destination, which means an awareness to put back the importance of human resources in proportional and contextual learning in the sense of reinvigorating, empowering abilities and improving the performance of all components. Management of tourist destinations in healthy, comfortable and safe quality tourism services after the Covid -19 pandemic in producing output of the revitalization.

The purpose of changing resources in the revitalization of cultural tourism destinations, among others; 1) the realization of sustainable and competitive tourist destinations, 2) increasing the number of foreign tourist visits to tourist destinations; 3) increasing the quality of tourist destinations that are safe and comfortable; 4) increasing the tourism industry that is safe and comfortable; 5) improving the quality of human resources of tourist destinations.

### **Changes in Environmental Awareness.**

As it is understood that the practice of changing environmental awareness in the process of revitalizing Cultural Tourism Destinations Outside the Uluwatu Temple In the New Normal Era, the government's program to promote Bali as a tourism destination that has implemented the standard CHSE health protocol (Cleanliness,

Health, Safety, Environment) so that it is safe and healthy for tourists to visit during the pandemic.

### **Changes to Tourism Destination Management**

Changes in the management of the Cultural Tourism Destinations Outside Uluwatu Temple, it is clear that new life in the new normal era in handling tourist arrivals has changed operational standards a lot from before the Covid- 19 pandemic . In changes to the management of the reopening of tourist destinations, it is mandatory to carry out strict health protocols and feel uncomfortable for tourism actors, but must be done to provide a sense of comfort, health insurance and guarantees of trust in the tourism world.

### **Changes to the Tourist Arrival Reception System**

Changes in the tourist arrival reception system in the process of revitalizing the Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era, are very important for the safety and health of visiting tourists. Commitment to implementing health protocols will be the main key that influences the confidence of foreign tourists visiting Indonesian tourist destinations entering the new normal era. Regarding the change in the system for receiving tourist arrivals at Cultural Tourism Destinations for the Outside Uluwatu Temple in the New Normal Era, in practice, destination officers who serve tourists can be said to be in accordance with standard procedures that have been made by the destination Management Agency.

### **Division of Labor by Policy Holders**

The practice of division of labor by policy holders in the process of revitalizing Cultural Tourism Destinations for the Outside Uluwatu Temple in the New Normal Era through the Ministry of Tourism and Creative Economy (Kemenparekraf) prepares plans related to the recovery of tourism destinations in the new normal era .

The division of labor by policy holders in the process of revitalizing Cultural Tourism Destinations for the Outer Area of Uluwatu Temple in the New Normal Era went well in accordance with existing policy holders in Badung Regency. In the context of the division of labor by policy holders in the process of revitalizing the Cultural Tourism Destinations Outside the Uluwatu Temple in the New Normal Era, it is clear that the coordination between the Central Government, the Provincial Government of Bali and the Badung Regency Government is to find solutions in the process of Revitalizing Cultural Tourism Destinations Outside the Uluwatu Temple. in the New Normal Era .

#### **Changes in the Field of Tourism Recovery Policy**

Changes in tourism recovery/revitalization policies after the Covid -19 pandemic or life in the new normal era are specific in handling. Considering that many tourists who want to come to Bali visit the Uluwatu Temple Outer Cultural Tourism Destinations, it's just that there are still limitations that must be considered, both in terms of travel policies for traveling between countries and also the implementation of very strict health protocols. There are 4 (four) factors that influence the success of a policy, namely: communication (communications), resources (resources), disposition (disposition), and bureaucratic structure (bureaucratic structure). In today's policy changes in tourist destinations is very important, and requires collaboration, support and digitization from various parties.

#### **Changes in Competence/Knowledge of Managers/Officers**

Associated with changes in competence/knowledge in the process of revitalizing the Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era, the data obtained during the researchers conducting research can be confirmed that the quality of competence

provided by the officers of the Cultural Tourism Destinations Outside Uluwatu Temple has so far been appropriate. with SOP (Standard Operating Procedures) which is the standard guide for the Tourism Management Agency that must be applied in providing tourist arrival services with maximum integrity required. The five elements in the revitalization process for tourist arrival services at Uluwatu Temple Outer Area Tourist Destinations in the New Normal Era are reflected in; 1) skills (skills); 2) knowledge (knowledge); 3) social role (social role); 4) self-image (self-image); 5) motive (motive). With the application of the five elements in the operation of tourist destinations in the revitalization process in the new normal era, it is a requirement that must be met in order to carry out their duties properly.

#### **Changes to Physical Arrangement**

Changes in the physical arrangement are inseparable from the requirements of the government program in reopening tourist destinations, namely CHSE (Cleanliness, Health, Safety, Environment) in the application of strict health protocols. In the end, the changes that occur in the physical arrangement must meet the health care facilities and infrastructure for officers and tourists. So a framework can be built that changes the physical arrangement in the revitalization process to provide trust, confidence and comfort for tourists who come to visit in the post- Covid - 19 era in the new normal era.

#### **Changes to Agent Activities**

In the Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era, it is very clearly seen in the revitalization process so that the programs targeted by the government to destinations can run well to receive return visits from visiting tourists. Changes in agent activities in the midst of the current state of tourism destinations are suspended and sluggish, the support of the Badung Regency government as one of the agents involved in it as well as



the Bali Provincial government plays a very important role in the revitalization process to support the image of Bali tourism in the eyes of the international community and support the recovery of the tourism sector. other sectors that depend on the life of Uluwatu Temple Outer Area Cultural Tourism Destinations. This is what formulates the division of labor that is expected to be able to synergize with others, in order to achieve the goals or desires of the tourism community.

### **Changes Regarding Agents and Structures**

In the process of Revitalizing Cultural Tourism Destinations for the Outer Area of Uluwatu Temple, there are 3 people/institutions who are the initiating agents of revitalization. The revitalization agent is the Management Agency for Cultural Tourism Destinations Outside Uluwatu Temple, Badung Regency Government, and Bali Provincial Government, considering that the Uluwatu Temple Outer Cultural Tourism Destination is a tourist destination of international standard owned by Badung Regency in particular and Bali Province in general, so that the interests of agents namely the government is very high for the revitalization process as a producer of PAD (Regional Original Income) of the government. This is because the position of the individual in the structure is as an agent or actor who refers to a concrete person in the continuous flow of actions in the process of revitalization in the Cultural Tourism Destination Outside Uluwatu Temple in the New Normal Era.

### **Implications of Revitalizing Cultural Tourism Destinations in the Outer Area of Uluwatu Temple on Socio-Cultural, Socio-Economic and Religious Life in the New Normal Era**

#### **Implications for the Social Life of the Pecatu Village Community**

The implications for the social life of

the Pecatu Village community by carrying out the Revitalization of Cultural Tourism Destinations for the Outer Area of Uluwatu Temple include: 1) supporting facilities and infrastructure for accommodation around tourist destinations such as hotels, restaurants, and travel companies are labor-intensive businesses that can be revived; 2) for the type of business that grows it requires manpower and the more tourists who visit, the more jobs will be created again; 3) direct and prominent employment in the vicinity of Pecatu Village is in the field of hospitality, travel agencies, tour guides; 4) tourist destinations also create workers in fields that are not directly related, such as construction, transportation, laundry services; 5) the start of the re-development of micro, small and medium units, the traditional market of Pecatu Village to increase people's purchasing power. The implications for the social life of the Pecatu Village community for changes and adjustments to the new life order are needed to immediately restore these conditions. Based on the scene data obtained during research at the Uluwatu Temple Outer Cultural Tourism Destination in the New Normal Era, it can be described that it can have implications for revitalization at the Uluwatu Temple Outer Cultural Tourism Destination on the social life of the Pecatu Village community. This means that the positive impact is felt by the community after revitalization after the Covid-19 pandemic in the new normal era and cultural tourism destinations are reopened to be able to accept tourist visits both domestic and foreign, of course with strict conditions, namely the implementation of strict health protocols, following the SOPs that have been set. established and comply with the provisions of the CHSE certification.

#### **Implications for the Cultural Life of the Pecatu Village Community**

In the cultural life of the Pecatu Village community, the revitalization of tourist

destinations is carried out, the community is required to use a new culture, always wear masks everywhere, always maintain physical distance (physical distancing) with other people, and especially with tourists who come back to visit Regional Cultural Tourism Destinations. Outside the Uluwatu Temple, the revitalization process for tourist destinations is also carried out at the same time. These things, sooner or later, will form new habits/cultures in the Pecatu Village community who are involved in managing the Uluwatu Temple Outer Cultural Tourism Destinations and will eventually change the old cultural order, starting from the behavior of the community to the value system they adhere to.

Thus, the preservation of the old cultures that exist in Pecatu Village, namely the application of Balinese philosophical culture, namely Tri Hita Karana, is very visible in its implementation in the field, namely; 1) a harmonious relationship with God, it is proven that every day the officers of the tourist destination Management Agency make "canang" offerings at existing places, and if on certain days prayers are carried out directly to Uluwatu Temple by the tourist destination Management Agency team to always ask for safety and security. so that the Covid- 19 outbreak will pass quickly; 2) harmonious relations with fellow human beings, it is seen that there is always daily coordination by the Management Team for the implementation of strict health protocol SOPs and CHSE standards in the operation of tourist destinations.

There are interesting things in the philosophical application of Tri Hita Karana in the implementation of the Revitalization of Cultural Tourism Destinations Outside Uluwatu Temple, namely a harmonious relationship with animals in the form of special attention to the monkeys around the outer area of Uluwatu Temple which is often called the Uluwatu Monkey Forest , so that the monkeys can live together. The monkeys

become tame and do not disturb tourists who come to visit by providing food in the form of fruits or tubers where the cost of monkey food each month is quite large which is allocated by the Management of the Management Agency. The three relationships are a simultaneous and synergistic unity. Not separated from one another. Tri Hita Karana as an effort to create three forms of life as a unit that can form a harmonious living climate. Besides being based on an evolutionary approach, it can be noted that there are at least three phases of cultural change towards adaptation to new habits (the new normal era), namely; 1) resilience of local identity and wisdom; such as mutual cooperation, togetherness, brotherhood, solidarity bonds, mutual respect, polite culture, mutual respect, cultural values, aesthetic values, and ethical values; 2) media migration. From traditional culture, face to face, to a new culture through social media platforms. There are implications for the cultural life of the people of Pecatu Village, the Revitalization of Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era, there are several things that need to be considered, namely; 1) cultural tourism destinations must create more person-to-person interactions, exhibitions and participatory and educational activities that provide experiences for the people of Pecatu Village who are part of the supporters of cultural tourism destinations; 2) tourists who return to visit in the new normal era are to get the comfort, health and safety of traveling; 3) where return tourist visits will have implications for the cultural life of the Pecatu Village community to build a sense of enjoyment in cultural tourism.

### **Implications for the Economic Life of the Pecatu Village Community**

The existence of the Covid-19 pandemic and the revitalization (recovery) program of the Uluwatu Temple Outer Area Tourism Destination in the New Normal Era,

provides the potential to start the economic life of the Pecatu Village community. The implementation of the Revitalization of Cultural Tourism Destinations Outside the Uluwatu Temple has a positive effect on the expansion of business and employment opportunities. These business and work opportunities were born due to tourist demand. Thus, the arrival of tourists during the new normal era which is also the period of the revitalization process carried out at the Uluwatu Temple Outer Cultural Tourism Destination, will open up opportunities for the people of Pecatu Village to move their economic life back, including working as hotel workers around tourist destinations, owners of private guesthouses, homestays, restaurants, stalls, transportation and others. The expectations of the people of Pecatu Village for economic life have implications for the Revitalization of Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era.

#### **Implications for the Religious Life of the Pecatu Village Community**

The order of religious behavior in Bali, especially in Pecatu Village as a buffer for the Uluwatu Temple Outer Cultural Tourism Destination, has undergone many changes caused by fluctuations in the Covid-19 pandemic, also touching on the behavior of Hindu religious life in Pecatu Village. This is also a very difficult challenge to the lives of Hindus, especially in Pecatu Village during this pandemic, namely when holding yadnya ceremonies. This of course has reconstructed the religious life of Hindus during the Covid-19 pandemic, in accordance with the teachings of Tri Hita Karana such as devotion to God ( *Ida Sanghyang Widhi Wasa* ). Therefore, it is time for the forms of the context of the religious life of the Pecatu Village community which are specifically applied during the Covid-19 pandemic to be arranged together through the implementation of mutually agreed

policies/rules. Some people initially opposed this restriction on religious activities, because they believed that the rituals carried out to neutralize the virus that were considered dangerous would end quickly.

#### **Conclusion**

Factors causing the Revitalization of Cultural Tourism Destinations Outside Uluwatu Temple in the New Normal Era, namely increasing tourist interest to visit tourist destinations outside Uluwatu Temple by rearranging tourist arrival services; planning a program for structuring the concept of tourist services by strengthening the Destination Management Organization (DMO), required to make SOPs ( Standard Operating Procedures ) to prevent the spread of the Covid-19 outbreak in tourist destinations, strengthen information on CHSE; the existence of a Cultural Tourism destination in the Outer Area of Uluwatu Temple was closed; the existence of damaged infrastructure due to the closure of tourist destinations with the issuance of government policies; Development of Cultural Tourism Destinations Outside Uluwatu Temple is not yet optimal; The new normal era demands the development of tourist destinations according to health protocols with education; and strengthen the legal basis for the regulation of tourist arrivals services; and the new normal era requires the involvement of the central government and local governments in determining revitalization policies.

The process of revitalizing Cultural Tourism Destinations for the Outside Uluwatu Temple in the New Normal Era, namely the start of the Covid-19 pandemic and changes in social practices in society; Following the direction of the country's political policies that have declared a health emergency status to prepare themselves to coexist with Covid-19 and related to the condition of destinations in the new normal period in

opening tourist visits during the Covid -19 pandemic; The new normal era will change the tourism paradigm in the future by focusing on the health protocols needed to minimize the anxiety of people infected with the virus; Decree of the Minister of Health concerning Health Protocols for the public in public places and facilities to prevent and control the spread of Covid -19; Following changes in the aspect of action on agents at the Uluwatu Temple Outer Cultural Tourism Destination so that they can carry out revitalization/recovery in the re-opening of tourist destinations that had suspended animation due to closures due to the Covid-19 pandemic; Changes in Resources in improving the competence of managers and managers who before the Covid-19 pandemic had never thought about health protocols (prokes); and Changes in the tourist arrival reception system to influence tourist confidence foreign tourists visiting tourist destinations Indonesia is entering the new normal era.

The implications for the social life of the Pecatu Village community by carrying out the Revitalization of Cultural Tourism Destinations for the Outer Area of Uluwatu Temple include; Facilities and infrastructure supporting accommodation around tourist destinations such as hotels, restaurants and labor-intensive travel companies can be revived; The number of tourists coming to

visit again, then the job opportunities are created; The implications for the cultural life of the Pecatu Village community can be felt for cultural actors who are felt to have begun to rise after the implementation of the Revitalization of Cultural Tourism Destinations for the Outer Uluwatu Temple in the New Normal Era, because this cultural life provides an additional source of life for cultural workers in Pecatu Village, in addition to opening opportunities for the people of Pecatu Village for economic movement again which include working as hotel workers around tourist destinations, owners of private guesthouses, homestays, restaurants, stalls, tourist transportation and others. Some implications for the religious life of the Pecatu Village community, namely the change in the religious behavior of the Pecatu Village community during the Covid- 19 pandemic did not occur significantly but rather in the implementation process, such as in the aspect of praying to temples, people are encouraged to wear masks, keep a distance in order to always maintain health protocols in the community. religious life in the Pecatu Village community; and the impact of Covid-19 on the religious behavior of the Pecatu Village community in the aspect of the dimension of belief made the community closer to Ida Shang Hyang Widi Wasa so that the Covid -19 pandemic would soon pass.[]

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