

DAMPAK COVID-19 TERHADAP PENGEMBANGAN

PURA LUHUR BATUKARU SEBAGAI PENETAPAN

KAWASAN TEMPAT WISATA DI PULAU BALI

ABSTRACT

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S-1 Pariwisata

Pura Luhur Batukaru is one of the beaches located in Tabanan Village and is managed by the local tradisional village. This study aims to identify the development of tourism potential in Pura Luhur Batukaru and explain the development strategies that need to be carried out during covid-19 pandemic.

This study uses a qualitative research method, where this method identifies the internal and external factors contained in a research object. After getting the factors, then the results are analyzed using SWOT to get a solution to the problems that exist on Pura Luhur Batukaru especially regarding its development.

After successfully identifying the factors that become the existing problems, there are several strategies that can be used to improve the quality of Pura Luhur Batukaru including, (1) immediately take care of the procurement of regulations, (2) there is a need for improvements related to acces and available facilities, (3) to make better and more consistent promotions in order to increase tourist visits.

Keywords : Pura Luhur Batukaru, development, historical tourism