

The Strategy of Developing Historical Tourism in the City of Singaraja Based on CHSE During the Covid-19 Pandemic

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ABSTRACT

Cultural diversity is could be developed through tourism, Singaraja city has historical tourism that allows it to be developed into one of the tourist attractions in Buleleng Regency. To support this research, a development strategy is needed for cultural tourism objects in Singaraja city in correlation with CHSE. The research is used qualitative descriptive method, that conducted in six months, the subjects and objects of research were tourism stakeholders, entrepreneurs, academics, as its strategies that can be reached and developed by applying the concept of something to do, something to see, something to buy, and collaborating with CHSE principle. It can be concluded from the results of this study that historical objects in Singaraja city have the potential to become a tourist attraction. In other from its potential, as for the potential of Buleleng Museum object, as known for three aspects whis is there are objects that can be seen (something to see), there are activities that can be done by tourists (something to do), c) there are interesting things from the Buleleng Museum (attraction). The all stakeholders of historical tourism objects that have been divided into the Tourism Office and the Buleleng Culture Office need to give an attention to the facilities supporting tourism activities that are still not available in historical tourism objects. There are still many shortcomings in the facilities that need to be provided as soon as possible for the convenience of tourists visiting each historical tourist attraction.

Keywords: CHSE, Attraction, Diversity, Historical, Cultural.

1. INTRODUCTION

A tourist village is defined as a rural area used for tourism purposes by presenting the nature and culture of the community as an attraction. Tourism villages are very effective in introducing and providing as much opportunity as possible to rural communities to understand the essence of the world of tourism and enjoy the results of tourism, community optimally to develop their village for the better, community-based and sustainable tourism development can be realized through tourist villages which in practice development which were in line with the sustainability of the natural, social, and cultural conditions of the community and focus on the use of local resources, achieving prosperity, and improving people's living standards [1], [2].

Buleleng Regency is one of the nine regencies in Bali Province. The capital city of Buleleng Regency is Singaraja, Buleleng is bordered by the Java Sea to the north, the Bali Strait to the west, Karangasem Regency to the east and Jembrana, Bangli, Tabanan and Badung regencies in the south. The length of the beach section of Buleleng Regency is about 144 km, 19 km of which passes through the Tejakula sub-district. Apart from

being the largest agricultural producer in Bali (famous for the production of salak bali and Tejakula tangerines), Buleleng Regency also has quite a number of tourism objects such as Lovina beach, Pulaki temple, Yeh Sanih and of course the city of Singaraja itself.

The Covid-19 pandemic, which has hit the country's tourism sector since the beginning of 2020, has also had a tremendous impact on tourist villages in Indonesia. A survey conducted by the Tourism Village Institute (2020) on 97 tourist villages throughout Indonesia noted that no less than 92.8% of villages (or around 90 villages) were affected by the Covid-19 pandemic even though most of the residents in these villages still maintained their profession. It is undeniable that tourism contributes quite a lot of income so that this pandemic has caused the tourist villages to suffer losses of tens to hundreds of millions of rupiah. Almost 99% of tourist villages in Indonesia were closed due to the implementation of social restriction policies which resulted in the cancellation of guests who would visit and, in the end, triggered a long domino effect for tourism business actors in tourist villages such as restaurant entrepreneurs, homestay owners, artists and attraction managers, craftsmen and so on. After several months of grappling with the Covid-19 pandemic which weakened the economic life of people in all sectors

including the tourism sector which was hardest hit [3], [4], people began to rise again and learn to live side by side with the virus, of course by implementing health protocols required in every activity carried out. Trade and business centers have started to open, as well as tourist destinations that are starting to operate again. One of the things that can be developed in the field of tourism is cultural diversity, where Singaraja City has historical tourism that allows it to be developed into a tourist attraction in Buleleng Regency. The tourism object seen from it is historical story divided into three places which are Museum Buleleng, Gedong Kirtya, and Ex Buleleng Harbour.

This aspect study can be combined with CHSE concept where there is currently a Covid-19 outbreak. UNWTO predicts, due to the COVID-19 pandemic, the number of international tourists has decreased by 70% from 700 million global tourists and lost around US\$ 730 billion from international tourism. For Indonesia itself, the tourism sector has experienced a significant decline throughout the 2020 quarter due to the implementation of government policies ranging from PSBB (Large-Scale Social Restrictions), the ban on going home for holidays, to variations in other activity restrictions, which are strong factors for the sluggish tourism in Indonesia and also have an impact on the decline in the growth of the accommodation and food and beverage provider industry, as well as transportation and trade.

2. LITERATURE REVIEW

2.1. State of Art

A research journal with the title "Study of Historical Tourism Objects Based on Feasibility of Historical Landscapes in Palembang City" by Myrna Sukmaratri in 2018. As a city that is part of the Indonesian Heritage Cities Network (JKPI), Palembang City certainly has the potential for historical and cultural assets that can be used as objects of tour. However, tourists who visit historical attractions in Palembang are still dominated by domestic tourists and even local tourists. Whereas historical tourism objects actually have the potential to bring in more tourists when balanced with optimal development. The purpose of this study was to analyze the potential of historical tourism objects based on the feasibility of historical landscapes. The scoring analysis technique is used to evaluate the feasibility value of the historical landscape as a tourist attraction so that the potential class is obtained. From the scoring results, it was found that the Tengkurap Crater and Kapitan Village were included in the low category. The Sultan Mahmud Badaruddin II Museum, the Tomb of Ki Gede Ing Suro, and Assegaf Village are in the medium category. Meanwhile, tourist attractions that are included in the high category are Kuto Besak Fort, Al Munawar Village, Sriwijaya Archaeological Park, Siguntang Hill, Balaputra Dewa Museum, and Ampera Bridge. The research was conducted in three stages,

namely the inventory stage of data collection, data processing stage and data analysis. The approach method in this research is descriptive quantitative with scoring analysis technique. From the scoring results, obtained where the attractions included in the low category are Tengkurap Crater and Kapitan Village. Meanwhile, historical attractions that are included in the high category are Kuto Besak Fort, Al Munawar Village, Sriwijaya Archaeological Park, Siguntang Hill, Balaputra Dewa Museum, and Ampera Bridge. Objects with a high feasibility value of the historical landscape as a tourist attraction can be used as the main tourist attraction in attracting visitors. Meanwhile, objects that have medium and low significance values can be further optimized in the development of tourism objects by adding tourist facilities and increasing accessibility. The conclusion that can be drawn from the results of the research discussion regarding the study of Potential Historical Tourism Objects Based on Feasibility of Historical Landscapes in Palembang City is the result of scoring the evaluation of the feasibility value of historical tourism objects in Palembang City, the results of Tengkurap Crater and Kapitan Village are included in the low category. The Sultan Mahmud Badaruddin II Museum, the Tomb of Ki Gede Ing Suro, and Assegaf Village are in the medium category. Meanwhile, tourist attractions that are included in the high category are Kuto Besak Fort, Al Munawar Village, Sriwijaya Archaeological Park, Siguntang Hill, Balaputra Dewa Museum, and Ampera Bridge.

2.2. Development of Tourism Industry

According to Law number 10 of 2009 concerning tourism, tourist destinations, hereinafter referred to as tourism destinations, are specific geographic areas located within one or more administrative areas in which tourism activities are located and equipped with the availability of tourist attractions, public facilities, tourism facilities, accessibility, and interrelated communities. According to Cooper et al in [5] explains that the framework for developing tourism destinations consists of the following main components: a. Attractions that include uniqueness and attractions based on nature, culture, and artificial/artificial. b. Accessibility which includes the ease of transportation facilities and systems. c. Amenities which include supporting facilities and tourism support. d. public facilities (Ancillary Service) that support tourism activities. e. Institutions that have the authority, responsibility and role in supporting the implementation of tourism activities.

2.3. Tourism Organization

Tourism institutions are described in the Law on Tourism number 10 of 2009 both central and local government, private and community, human resources, operational mechanisms and regulations related to tourism. [5] explains the roles and functions of the

components of business actors and stakeholders in tourism development as follows:

2.3.1. Central and Local Government

The role of the government in Indonesia in addition to its main function as a regulator in determining norms, standards, procedures and criteria for tourism development, is also still directly involved in the management of tourism development. In addition, the government's role is as a facilitator in national tourism promotion and marketing programs and the development of Tourism Destinations at the National level (DPN), National Tourism Strategic Areas (KSPN) and National Tourism Special Areas (KPPN). The provincial government has the function of carrying out assistance tasks to promote and marketing provincial tourism. As for the Regency/City Government, it has the main role to cooperate with other stakeholders (Industry and Society) to prepare Regency/City Regional Regulations and implement them in accordance with the mandate of Law No. 10 of 2009.

2.3.2. Private or tourism industry

Private/industrial organizations are also described in Law no. 10 of 2009 article 1 points 7 and 8 which means a person or group of people (entrepreneurs) who become providers of goods and or services to meet the needs of tourists and the implementation of tourism activities. According to the law on tourism, it is also explained that there are two private institutions designated as partners of the government, both central and local governments and the community in the development and management of tourism in Indonesia. The two private institutions are: 1) the Indonesian Tourism Promotion Board (BPPI) and the Regional Tourism Promotion Board (BPPD). 2) The Indonesian Tourism Industry Association, whose membership consists of tourism entrepreneurs, tourism business associations, professional associations and other associations directly related to tourism.

2.3.3. Tourism Society

According to the explanation of Article 5 letter e of the Tourism Law No. 10 of 2009 it is stated that community organizations are people who live in tourism destination areas who play an active role in organizing tourism activities and are prioritized to get benefits from organizing tourism activities in that place. The local community who lives around the destination visited by tourists plays a very important role, both as business actors, workers and as hosts in organizing tourism activities in a destination.

2.3.4. Tourism Attraction

According to the Tourism Law No. 10 of 2019, tourism attractions are defined as a variety of natural,

cultural, and man-made richness that attracts tourists. Attractions, public facilities, tourism facilities, accessibility, and interconnected communities are all examples of Tourism Destinations that supply goods and/or services to tourists and arrange tourism. The tourism industry is a group of interconnected tourism enterprises that produce goods and/or services to meet tourist needs.

2.3.5. CHSE: Health Protocol for Tourism and Creative Economy

The COVID-19 pandemic has had an impact on various lines, including the tourism sector and the creative economy. Then, what kind of health protocol is applied to restore the two sectors. Tourism and the creative economy are two sectors that have experienced a significant decline since the outbreak of the COVID-19 pandemic. In fact, these two sectors have a major contribution to the national economy. In supporting the tourism industry and the creative economy in the midst of a pandemic that has not yet ended, the Ministry of Tourism and Creative Economy (Kemenparekraf) intensifies the CHSE program so that the two sectors can rise and survive. CHSE is the application of health protocols based on Cleanliness, Health (Health), Safety (Security), and Environment Sustainability (Environmental Sustainability). The Ministry of Tourism and Creative Economy as the institution that oversees the tourism and creative economy sectors intensifies the CHSE health protocol so that it can be implemented by community business entities. This program is present as an effort by the government to create a safe and comfortable space for the community. This program will be implemented by providing CHSE certification for tourism and creative economy business actors. This certification will be proof that business actors have owned, implemented, and improved health protocols in their respective businesses. In addition, tourists and the public can also feel guaranteed by meeting the CHSE health protocol standards. This certification will be aimed at tourism businesses, businesses or other related facilities, the community environment, to tourism destinations.

3. METHOD

The type of research used in this research is descriptive analysis. Descriptive research is used to determine and explain the characteristics of the variables studied in a situation. Descriptive research helps to think systematically about various aspects in a particular situation and to make certain decisions based on the characteristics of the variables that have been studied. In this study, the variables that will be examined by the author are the potential for historical tourism and tourism development strategies. The research method used is a survey research method. According to [6] the survey method is used to obtain data from certain natural (not artificial) places, but

researchers carry out treatments in data collection, for example using questionnaires, tests, structured interviews, and so on.

This research was conducted in Singaraja City, Buleleng Regency. The time required in this research activity is within a period of 6 months. Data collection in this study used interview, observation and documentation in obtaining data. Interview technique is used to obtain data/information about the implementation of tourism. In observation method, the research was conducted by observing or seeing directly the development of tourism in Buleleng Regency. The documentation technique in this study was used to obtain research supporting data in the form of organizational structures, institutional profiles and documents on the implementation of tourism in Buleleng Regency in general.

Relying on the research mechanism above, the data in this study will be analyzed qualitatively by referring to the model as proposed [7]. In detail the steps in this research can be written in steps, namely the activity of compiling the data that has been collected, then classified into categories, concepts, prepositions, and patterns. After that, the interpretation of the entire data will be carried out, namely by giving meaning and explaining the categories, patterns and looking for relationships between various concepts and prepositions related to the focus of the research problem. The data analysis technique used is descriptive qualitative analysis, namely the purposive sampling research method where the research was conducted randomly, by randomly selecting the object and subject of the study. The data that has been obtained will then be analyzed using descriptive techniques, content analysis, data management as needed as input for the improvement of the implementation of tourism activities.

4. RESULTS & DISCUSSION

4.1. Potential Tourism Historical Objects

The objects found in Buleleng Regency are natural attractions, social culture, and special interests. The three objects have now started. was developed by the Buleleng Regional Government, based on the results of initial interviews that researchers conducted with the Buleleng Tourism Office that a fee of 45 billion rupiah was proposed to the Central Government to develop tourist destinations in Buleleng. With the submission of funds for tourism development in Buleleng, there is a great opportunity for tourist objects in Singaraja City to be developed even better, moreover, Singaraja City has many tourist objects in its city that are interesting to visit such as tourist attractions. the history of the Buleleng Museum, Gedong Kirtya, and Buleleng Harbor. From the results of the initial interviews that

researchers did and saw the condition of historical tourism objects in Singaraja City, there are still many improvements needed by adding various facilities that support tourism activities. In this study, what is sought is the potential of each historical tourism object in Singaraja City based on the theory of tourist objects and historical objects. Meanwhile, according to [8] the notion of "history comes from the Arabic word, namely syajaratun. Syajaratun itself means a wooden tree that has meaning as a symbol of life. Another opinion states that "history is an event that occurred in the past which leaves its legacy in various forms such as historical buildings, monuments, temples, museums, and historical parks"[9].

4.1.1. Buleleng Museum

Adjusting the research variable, namely the potential of historical tourism objects in Singaraja City, the results of research on historical tourism objects in the Buleleng Museum are based on six research indicators. The first indicator is that there is an object that can be seen and observed by tourists (something to see) at the Buleleng Museum, namely there are various kinds of historical objects that can be seen by visiting tourists. Starting from historical objects used as weapons, utensils for eating, utensils to pay as currency, to places to put corpses or coffins for corpses in pre-historic times. The objects that can be seen in the historical tourist attraction of the Buleleng Museum. The objects from ancient times that are still used today in the Buleleng Museum are presented in Table 1.

There are still other historical objects that can be seen at the Buleleng Museum, namely the sarcophagus or as a coffin for corpses with an age of up to 1000 years, the sauna ox statue, a symbol of the Kutai Kingdom as a gift to the King of Buleleng, paintings of important figures in Buleleng such as the patih Djelantik the leader Jagaraga people's war, typewriters from the colonial era to the era of Indonesian independence, radio in the Dutch era, and there is a car belonging to Governor I of the Lesser Sundas namely Mr. Gusti Ketut Puja where Buleleng was the capital of Bali, NTB, and NTT before being split into the provinces of Bali and Denpasar are the capitals of the Province of Bali. There are things that are very unfortunate about the Buleleng Museum, namely that some historical objects are displayed in the form of photos and pictures only, while the original objects are in the Netherlands, France, and Germany. Like the statues made by the people of Buleleng which are only in the form of photos, while the originals are in the Netherlands. Furthermore, the second indicator is the existence of facilities that support tourist activities (something to do) at the historical tourist attraction of the Buleleng Museum, for now the only facilities available to support tourist activities are historical objects that can be used as objects for taking pictures and selfies. Then the third

indicator is the existence of shopping facilities that can be enjoyed by tourists (something to buy). investors) in the form of culinary or souvenirs to take home as souvenirs.

However, tourists can still shop at the stalls or shops closest to the tourist attraction where there is a Buleleng market to the east of the Buleleng Museum. Furthermore, the fourth indicator is something interesting (attraction) from the historical tourist attraction of the Buleleng Museum, while something interesting from the Buleleng Museum is that the objects in the museum are original objects from Buleleng and have a history whose stories are interesting to listen to, as well as its importance as an educational tool for increase knowledge for students, especially in Buleleng. These historical objects also have energy and aura that give the impression of an atmosphere in antiquity, so that tourists will feel like they are in the era where the historical object began. Furthermore, the fifth indicator is supporting facilities that support tourism activities (amenities) at the Buleleng Museum, for general supporting facilities currently available at the Buleleng Museum, namely parking lots, toilets, blank halls, trash cans, as well as services from officers who deliver tourists and provide services. explanations about these historical objects are also very helpful and very friendly to tourists. For special supporting facilities, such as if there are tourists who use wheelchairs, the officers are happy to help the tourists to be invited to tour the museum. Finally, on the sixth indicator, namely facilities that support access to historical attractions (accessibility), as for access facilities to the museum, namely only a nameplate located in front of the entrance page of the museum area, while for directions on the road to the museum there is not yet available, cooperation between museums with travel/transportation service providers are also not yet available, and for traffic situations to crowded objects smoothly that does not cause congestion.

4.1.2. Gedong Kirtya

Gedong Kirtya is one of the historical heritages owned by Singaraja City which has the potential to become a tourist attraction, especially historical tourism. The results of the study on Gedong Kirtya adjusted the research variable, namely the potential of historical tourism objects in Singaraja City and based on six research indicators. The first indicator is that there is an object that can be seen and observed by tourists (something to see), currently the objects that can be seen and observed by tourists visiting Gedong Kirtya are ancient manuscripts written on palm leaves, using Javanese Ancient, Old Balinese, and Sanskrit. The ancient manuscripts are grouped into 7 groups of manuscripts, while the groups of ancient manuscripts are a) the Vedas in which there are Vedas found in Bali, mantras and Kalpasastra which contain religious

ceremonies, group b) religion in which there are palakerta, namely rule books. contained in a village, a gym, namely manuals on decency, and legal and statutory books used during the royal era, group c) wariga which contains knowledge of astronomy and astrology, speech, namely knowledge of the cosmos which is closely related to religion, kanda is the science of language, buildings, mythology, and special knowledge, and usada is rontal traditional medicine, group d) itihasa which includes parwa which is a book in prose, kakawin is an ancient Indian maat book, kidung is literature with the song Sekar Intermediate Middle Old Javanese language, gaguritan is literature with the theme bang macapat uses Balinese language, group e) a chronicle in which there is an unclancang which is about the origin of kinship and genealogy, and a history containing historical elements such as Panji Wijaya-krama, Rangga Lawe, namely the early state of the Majapahit kingdom until the Rangga Lawe rebellion, a history of the collapse of kingdoms in the form of songs, group f) tantra in which there are Indian literary stories, and records of individuals and kings, and groups g) lalampahan in which there are acts of performing arts. The number of grouped ancient manuscripts has now reached 4520 with centuries of age which are arranged in hemp in a special box made of wood which is also arranged on a special shelf and every 2 weeks must be given mothballs to prevent damage to the ancient manuscripts due to being eaten by insects. Furthermore, in the second indicator, namely the existence of facilities that support tourist activities (something to do), as for the facilities that support tourist activities in Gedong Kirtya, tourists are taught how to read and write ancient Javanese and Balinese scripts on palm leaves. The way to write letters on palm leaf media is different from writing on paper, the difference is from the tools used to write, namely prupak shaped like a carving knife to inscribe letters on palm leaves and candlenuts that are burned until they are black to blacken the results of the scratch marks to make it look clearer. to a perfect finish, and many travelers are taught to write starting with their own name. Furthermore, the third indicator is the existence of shopping facilities that can be enjoyed by tourists (something to buy), for shopping facilities currently not provided by the Buleleng Regional Government (Cultural Service) as the manager of Gedong Kirtya or in collaboration with third parties (local communities or investors). in the form of culinary and souvenirs. However, if tourists want to shop for food or drinks, they can go directly to the east of the object to Buleleng Market because the location of Gedong Kirtya is still close to Buleleng Market. Furthermore, the fourth indicator is something interesting (attraction) from historical tourism objects, while the interesting thing about Gedong Kirtya is that ancient texts written on palm leaf media can be practiced directly by tourists in accordance with the directions of the officers who teach and instruct.

This activity is an interesting activity for tourists who visit, because in addition to revealing the curiosity of tourists how to write on palm leaf media, tourists also gain knowledge about tools and media used in ancient times to record important events and also in creating works of art. by writers. The next interesting thing is that the lontars in GedongKirtya are 300 years old but are still good even though they are a little fragile, and these lontars are educational media for both students and students throughout Indonesia. Furthermore, on the fifth indicator, namely supporting facilities that support tourism activities (amenities), for now as for supporting facilities for general tourism activities in Gedong Kirtya, namely parking lots, toilets, and trash cans that

are well provided in every room. Then for supporting facilities for tourism activities that are special in Gedong Kirtya are a special room for reading, a special room for writing practice and officers who are ready to help tourists who need assistance. Finally, on the sixth indicator, namely facilities that support access to historical attractions (accessibility), supporting facilities for access to Gedong Kirtya at this time there are only signboards from Gedong Kirtya, while for directions on the road to Gedong Kirtya are not yet available, work the agreement between Gedong Kirtya and travel/transportation service providers is also not yet available, and for the traffic situation to Gedong Kirtya, it is busy and smooth without congestion.

Table 1. Traditional tools that are still used from ancient times until now

No	Nama Benda	Ditemukan	Fungsi
1	<i>Lekeh</i>	Desa Pedawa	Big frying pan
2	<i>Labu Pahit</i>	Desa Pedawa	A place to collect sap / palm wine
3	<i>Labu Biasa</i>	Desa Pedawa	A place to collect sap / palm wine
4	<i>Ceroncong</i>	Desa Pedawa	Liquid sugar pourer
5	<i>Bumbung Garam</i>	Desa Pedawa	Household appliance
6	<i>Tempurung</i>	Desa Pedawa	Brown sugar molding tool
7	<i>Bangkil</i>	Desa Pedawa	lawn cleaning tool
8	<i>Beruk</i>	Desa Pedawa	Worship tool asking for treatment
9	<i>Pabuan Geringsing</i>	Desa Banjar	Betel and betel nut
10	<i>Penghancur Sirih</i>	Kota singaraja	Betel and areca crusher tool
11	<i>Relief Bima</i>	Puri Gede Buleleng	Royal decoration
12	<i>Petaka Bale Prabu Agung</i>	Desa Bungkulan	Ceremonial tools
13	<i>Batu Besi dan Biasa</i>	Buleleng	-
14	<i>Anggapan Padi</i>	Kecamatan Sukasada	Rice cutter
15	<i>Pipa Besi</i>	Puri Gede Buleleng	Royal aqueduct
16	<i>Gandek Kecil</i>	Buleleng	Place of clappers and books
17	<i>Gandek Kayu</i>	Kota Singaraja	Place of betel, lime, and areca nut
18	<i>Bompai</i>	Situs Pabean Sawan	Tombstone (atnis grave)
19	<i>Tempeh/Niru Kecil</i>	Desa Tigawasa	Worship tool asking for treatment
20	<i>Sok Kasi</i>	Desa Pedawa	Place to bring offerings
21	<i>Suling Panjang</i>	Kota Singaraja	Musical instrument
22	<i>Sok Kecil</i>	Desa Pedawa	Household appliance
23	<i>Patung</i>	Puri Buleleng	Royal decoration
24	<i>Dulang Besar dan Kecil</i>	Kota Singaraja	Place of offerings
25	<i>Kendi</i>	Kota Singaraja	Ceremonial water place (tirta)
26	<i>Berangkas China</i>	Kota Singaraja	Place to put valuables
27	<i>Patung Meditasi</i>	Kota Singaraja	Ceremonial tools

4.1.3. Ex Harbour Buleleng

The last historical tourist attraction is Buleleng Harbor which is one of the tourist attractions in Singaraja City. The results of the research at Buleleng Harbor, adjusted for the variables of this study, namely the potential of historical tourism objects in Singaraja City and based on six research indicators.

The first indicator is that there is an object that can be seen and observed by tourists (something to see), while the object that can be seen and observed by tourists at this time at Buleleng Harbor is a beautiful

beach view, there is a historic statue (monument) with the name Yudha Mandalatama which was made to honor the services of the son of Buleleng I Ketut Merta. Beautiful scenery can be obtained by tourists who visit in the afternoon, because tourists will be spoiled with very beautiful sunset views. In addition to the scenery, tourists are also allowed to visit a temple called Ling Gwan Kiong which is located in the Buleleng Harbor area. This temple is often used as a place of worship for Buddhists in Buleleng, and is also used as a place for Buddhist cultural performances, namely the Barong Sai dance which entertains both the public and tourists. The Barong Sai dance is often performed when there are

certain Buddhist celebrations in Buleleng. So for tourists who want to watch this Barong Sai dance attraction, come when the big days of Buddhist celebrations such as Chinese New Year.

Then on the second indicator, namely the existence of facilities that support tourist activities (something to do), currently for facilities that support tourist activities visiting Buleleng Harbor only at night, where at night tourists will be entertained with several rides provided by the public. the third (the public or investors) in cooperation with the local government of Buleleng (Buleleng Tourism Office). The vehicle is a modified vehicle shaped like an elongated train with the front of a dragon's head, where tourists will be invited to surround the Buleleng Harbor area, and this vehicle can be enjoyed by tourists ranging from children to adults, other rides are small car rides. which are rented out to tourists, especially children, and there is a special place provided for tourists if anyone has a hobby of fishing.

Furthermore, the third indicator is the existence of shopping facilities that can be enjoyed by tourists (something to buy), for shopping facilities that are currently available. Buleleng Harbor is a stall in cooperation with the government, there is also a restaurant that was right before a pier at Buleleng Harbor that provides food and drinks for tourists while enjoying the sunset view. In addition, there is also a place right adjacent to the Upt. Manager of the Buleleng Port Object by the Buleleng Pariwisata Service there is a complex which is functioned as a place for tourists to enjoy street food, typical food from Singaraja, namely Siobak, there are also traders who sell toys for children, and the plan is to sell some knick-knacks that you can buy. serve as a souvenir.

4.1.4. Strategy for the Development of Singaraja City-Based Historical Tourism CHSE (Cleanlines, Healthy, Savety, Environtment)

A tourist village is defined as a rural area used for tourism purposes by presenting the nature and culture of the community as an attraction [10]. Tourism villages are very effective in introducing and providing the greatest opportunities for rural communities to understand the essence of the world of tourism and enjoy the results of tourism [11]–[13].

With the existence of a tourist village as a forum, optimal community empowerment is to develop the village for the better. Community-based and sustainable tourism development can be realized through tourist villages which in practice development and development are in line with the sustainability of the natural, social, and cultural conditions of the community and focus on the use of local resources, achieving prosperity, and improving people's living standards [1], [2] The Covid-19 pandemic, which has hit the country's tourism sector hard since the beginning of 2020, has also had a tremendous impact on tourist villages in

Indonesia. A survey conducted by the Tourism Village Institute (2020) on 97 tourist villages throughout Indonesia noted that no less than 92.8% of villages (or around 90 villages) were affected by the Covid-19 pandemic even though most of the residents in these villages still maintained their profession. original. It is undeniable that tourism contributes a large enough income so that this pandemic has caused the tourist villages to suffer losses of tens to hundreds of millions of rupiah. Almost 99% of tourist villages in Indonesia were closed due to the implementation of social restriction policies which resulted in the cancellation of guests who would visit and in the end triggered a long domino effect for tourism business actors in tourist villages such as restaurant entrepreneurs, homestay owners, artists and attraction managers, craftsmen by - by and so on. After several months of grappling with the Covid-19 pandemic which weakened the economic life of people in all sectors including the tourism sector which was hardest hit [3], [4] people began to rise again and learn to live side by side with the virus, of course by implementing health protocols required in every activity carried out Trade and business centers have started to open, as well as tourist destinations that have started operating again. [14] stated that amid the euphoria of the reopening of tourist destinations in Indonesia, there are many tourist villages that have started operating by implementing health protocols that prevent the transmission of Covid-19. In the midst of the spirit of entering this new normal era, the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kemenparekraf RI) again facilitates academics in community service through community empowerment programs in tourist villages. The program, entitled "Community Empowerment of Mentoring-Based Tourism Villages", targets the formation of 2000 tourist villages spread throughout Indonesia. It is hoped that through this program, tourist villages that participate in mentoring can increase their level so that they eventually reach the rank of independent tourism village. In February 2020, Kemenparekraf and Kemendes PDPT as well as a number of 109 Universities throughout Indonesia have signed a Cooperation Agreement (PKS) to provide Tourism Village Assistance in tourist village locations whose management levels are among the pioneering, developing and advanced stages.

As the first step of the mentoring program, the Ministry of Tourism and Creative Economy held a Training of Trainers which was held as a means of upgrading knowledge and equalizing perceptions and material standards among all academics who would later come down as assistants in tourist villages.

4.2. Strategy of Sustainable Tourism

4.2.1. Development of Social Impact

Equitable distribution of land resources and production aspects, equal distribution of women's roles

and opportunities, economic equality achieved by a balanced distribution of welfare, but equity cannot be reached directly. Equity is an amorphous concept that cannot be measured. Despite greater equity in many countries, the income gap between rich and poor countries is widening. Another ethical aspect of sustainable development that cannot be jeopardized by current action is concern for future generations. This implies that present generation development must address the needs of future generations.

4.2.2. Diversity Sustainability

In order to secure the long-term sustainability of our planet's natural resources, it is necessary to preserve biodiversity. The health of ecosystems depends on the presence of a diverse range of organisms. Maintaining cultural diversity will help to ensure that everyone is treated fairly and will help people better understand the customs of other cultures.

4.2.3. Integrative Approaching

Environmental sustainability is a key component of sustainable development. In both positive and negative ways, humans have an impact on the natural world. It can only be achieved via an understanding of the interplay between natural and social systems. The implementation of a more integrated development is a concept for development implementation that can be made possible by employing this understanding. This is a significant issue for the organization.

4.2.4. Ecology Sustainability

In order for life to thrive, we must ensure that the environment is sustainable. The earth's environment will remain healthy if we practice ecological sustainability. Ecological sustainability can be achieved by pursuing the following: Soil, water, air, and all life on Earth must be maintained in their natural order so that the Earth's life support systems may continue to function and the ability to adapt and restore these systems can be maintained. Carrying capacity, assimilation capacity, and sustainable use of recoverable resources must all be considered in order to maintain the integrity of the environmental order. Avoiding natural conversion and ecosystem alteration, reducing conversion of fertile land, using a high ecological quality book, and disposing of waste in an environmentally sustainable manner are all examples of environmental best practices.

5. CONCLUSION

It can be concluded from the results of this study that historical objects in Singaraja City have the potential to become a tourist attraction. Judging from its potential, as for the potential of the Buleleng Museum object, namely a) there are objects that can be seen (something

to see), namely historical objects, b) there are activities that can be done by tourists (something to do), namely historical objects that can be seen by tourists. can be used as a photo object or selfie, c) there are interesting things from the Buleleng Museum (attraction), namely historical stories of historical objects that have important values for science that educate students in Buleleng, and d) the existence of supporting facilities (amenities) which are general in nature, namely parking lots, toilets, trash cans, blank halls, and friendly service from the officers.

The potential for the Gedong Kirtya object is a) there are objects that can be seen (something to see), namely historical lontars, b) there are activities that can be done by tourists (something to do), namely tourists are invited to learn how to read and write characters on the media. lontar leaves using a special tool called prupak and rubbed with candlenut which is burned as the final result to clarify the results of the scratches on the palm leaves, c) there is an interesting thing about Gedong Kirtya (attraction), namely the lontar palm in Gedong Kirtya can be used as a learning medium for tourists both students and students from all over Indonesia, and d) the existence of general and special amenities, namely parking lots, toilets, trash cans, blank halls, and friendly service from the staff, and a special room for reading and writing practice. characters on palm leaf media.

The potential possessed by the Buleleng Harbor object is a) there are objects that can be seen (something to see), namely the beautiful beach scenery, b) there are activities that can be done by tourists (something to do), namely rides that can be enjoyed by tourists at night. , c) there are interesting things about the Port of Buleleng (attraction), namely the historical story, the only Dutch building that stands firmly in the Port of Buleleng, the 24-hour visit that distinguishes it from other historical objects, and as a place for Hindu ceremonies such as Banyupinaruh, Nganyud, and Mekiyis, d) the existence of supporting facilities (amenities) of a general nature, namely a large parking area, toilets, gardens decorated with lights and chairs as a place to enjoy the beach view, then there is wantilan and bengong hall which can also be used as a place to rest after being tired of traveling around Buleleng Harbor. And the building that was formerly a logistics warehouse in Buleleng Harbor, now functions as a hall building called the IMACO (International Mask Corporate Organization) building which can be rented by the public to hold certain events such as wedding receptions and others with permission from the Buleleng Tourism Office as manager.

There are many factors to consider and interrelate while attempting to implement a sustainable system, making it a difficult idea to grasp. As a result, it is imperative that policymakers on both a macro and micro level have a better knowledge of sustainable development.

A theoretical or conceptual framework is needed in order to understand the concept of sustainable development, so this article has attempted to explore and describe various concepts and considerations of sustainability aspects to help identify and formulate various strategies, especially in Indonesia, for achieving development goals.

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