ARRANGEMENT OF FACILITIES IN THE SACRED AREA OF PURA BESAKIH AS A SUPPORTING FACTOR FOR HERITAGE TOURISM ATTRACTION IN KARANGASEM REGENCY, BALI

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Abstract. Besakih Temple is the largest temple complex located in Karangasem Regency, precisely in Besakih Village, Rendang District. Besakih Temple is one of the most important cultural sites and cultural conservation areas for the Balinese people, especially for the Hindu community in Bali. Many historical relics can be found at Besakih Temple, particularly regarding the development of Hinduism in Bali as well as the ancient Balinese Kingdom. Since 2022, the Regional Government, in collaboration with the Department of Public Works, has carried out a rearrangement of the facilities in the Besakih Temple area. This effort aims to facilitate visitors during their stay at the temple complex and to provide greater comfort both for the community conducting religious activities and for tourists. This study employs a qualitative method, with data obtained focusing on non-numeric information in the form of text, interviews, and observations, which are elaborated through verbal descriptions related to field findings. The data collection techniques used in this research include observation, interviews, literature study, and documentation. SWOT analysis was conducted to identify the strengths, opportunities, weaknesses, and threats of the facility arrangement at the Besakih Temple area. The method of data presentation applied in this study is a non-formal descriptive method, emphasizing the issues discussed. The results indicate that the arrangement of the Besakih Temple area has proven to support tourism activities, particularly heritage tourism in the Besakih area.

Keywords: Arrangement of Facilities in the Sacred Area of Besakih Temple, Heritage Attraction

INTRODUCTION

Tourism is one of the sectors currently experiencing rapid growth in Indonesia, with tourism activities spreading across most of the archipelagic regions of the country. Many communities living around areas with tourism activities are also directly involved in it. Particularly in regions with dense tourism activities, a portion of the population tends to depend on the tourism sector. This can be seen in several regions, such as Bali Province, Lombok, and other areas that benefit from the tourism sector. Tourism activities have indirectly supported local communities, particularly in terms of economic improvement and the inflow of necessary resources into a region.

According to data obtained from the Central Bureau of Statistics, from 2019 to 2022, Indonesia experienced a decline in the number of tourist visits. In 2019, tourist visits reached 16.11 million, then decreased to 4.02 million in 2020. In 2021, the number further dropped to 163.62 thousand, and by August 2022, it reached only 510.25 thousand (BPS, 2022). This decline was influenced by the COVID-19 pandemic, which disrupted global tourism activities and resulted in continuous decreases in tourist arrivals over the past four years. Consequently, tourism activities in most regions of the world came to a halt, leading to massive layoffs and the loss of many people's livelihoods.

Indonesia's natural beauty remains one of its main attractions for tourists, with a vast diversity of unique flora and fauna serving as potential resources for tourism development. Many foreign tourists visit Indonesia to witness and enjoy its natural landscapes. Several provinces in Indonesia, rich in natural resources and attractions, have utilized these as tourism assets. One notable example is the Raja Ampat Islands, renowned for their extraordinary beauty, which attracts international tourists for trekking and diving. This demonstrates a strong potential for further tourism development.

In addition to its natural beauty, Indonesia also has an abundance of cultural diversity. This is not surprising given that Indonesia is a nation of numerous ethnic groups. Each region has its own cultural practices and traditions, and being an archipelagic country, cultural differences are apparent between islands. Religion is also a factor influencing variations in culture and traditions. There are five officially recognized religions in Indonesia, which contribute significantly to the diversity of cultural expressions across the archipelago.

Beyond intangible cultural heritage, Indonesia is also home to a wealth of historical relics, such as inscriptions, stupas, ancient buildings, and other archaeological artifacts. Many tourism areas have leveraged these historical assets as attractions, such as Borobudur Temple, Prambanan Temple, several temples in Bali, and other historical sites. These have created both positive and negative

impacts, including the need for ongoing preservation of such sites for the benefit of communities and governments. On the other hand, tourism activities in sacred or historical areas sometimes result in damage or losses. Currently, many areas of great historical value in Indonesia are being utilized as tourist attractions due to the increasing interest of visitors in religious and heritage destinations. Bali, in particular, is rich in historical buildings and sites related to the development of Hindu society and ancient Balinese kingdoms. One of the most significant examples is the Sacred Area of Besakih Temple in Karangasem Regency, the largest and most complex temple complex in Bali.

Besakih Temple embodies many historical values related to the development of Balinese society and kingdoms. At present, several facilities and areas of the temple complex have undergone changes, with the regional government initiating efforts to arrange the facilities in the Besakih Temple area. These efforts aim to facilitate worship activities as well as tourism within the area. Besakih Temple functions both as a sacred site for Hindu religious rituals and as a tourism destination. However, its facilities have long been poorly organized, with unmanaged illegal parking areas. Recent facility improvements include the construction of a multi-level parking facility with large vehicle capacity, spacious rest areas for worshippers and tourists, an art performance building, improved road and pedestrian infrastructure, the introduction of electric vehicle transportation, and designated areas for traders or shopping. These changes have brought significant impacts on both tourism and worship activities at Besakih Temple. Positive and negative outcomes have emerged, including rising commodity prices due to the availability of more luxurious facilities, as well as improved comfort for both tourists and local communities. This combination of modernized, seemingly luxurious facilities within a sacred site of high historical value presents a particularly interesting dynamic.

The planning and arrangement of facilities at the Besakih Temple area involved various stakeholders, including the Regional Government, particularly the current Governor of Bali, Mr. I Wayan Koster; the Central Government, represented by Indonesia's seventh President, Mr. Joko Widodo; as well as several traditional leaders. The primary objectives of this arrangement are to enhance visitor comfort, preserve the sanctity of the temple, safeguard cultural heritage, reduce congestion during ceremonies, and reorganize the area for better management.

The arrangement of facilities in the Sacred Area of Besakih Temple, which began in 2020 and was officially inaugurated in 2023, inevitably has implications for the sustainability of Besakih Temple as a heritage site rich in cultural and artistic values. This is due to the potential increase in tourist visits, which may pose risks of damage to both material aspects such as temple structures and infrastructure and the spiritual sanctity of the site. Overcrowding and violations of established rules could undermine the sacredness of the temple. In addition, the luxurious character of the new facilities may drive up prices in the surrounding area, discouraging local worshippers from shopping there. This may also open opportunities for outside traders to enter the Besakih Temple area, threatening its status as a heritage site.

While the arrangement has successfully addressed issues such as unmanaged parking, the extensive new facilities require proper management, particularly in terms of cleanliness and maintenance. In certain areas, waste management and sanitation services, such as restrooms, have struggled to cope with visitor surges on specific days. The regulation of traders also remains an unresolved issue, as some vendors continue to operate near the temple's core area, known as Utama Mandala.

From a broader perspective, Besakih Temple, as a heritage site of great cultural and historical significance, embodies the authenticity of traditional Balinese architecture. However, the presence of overly modern and luxurious facilities may diminish its heritage atmosphere and even erase some of its authentic values. Some of the new facilities resemble modern environments akin to airports or supermarkets, which risks reducing the value of Besakih Temple as a heritage site reflecting the historical development of Balinese society from ancient kingdoms to the present.

In addition to these challenges, more attention should be given to surrounding temples within the Sacred Area of Besakih Temple. Several temples, such as Pura Gua Raja, which are integral parts of the Besakih complex, remain neglected despite their importance. This situation undermines the overall heritage value of Besakih Temple as a sacred and cultural landmark.

Based on the above considerations, the author aims to analyze the efforts and processes undertaken by the management of the Sacred Area of Besakih Temple regarding the arrangement of its facilities. Therefore, this study is entitled "Arrangement of Facilities in the Sacred Area of Besakih Temple as a Supporting Element of Heritage Tourism Attraction in Karangasem Regency, Bali.

RESEARCH METHOD

This study employs a qualitative approach aimed at gaining an in-depth understanding of the process of facility arrangement in the Sacred Area of Besakih Temple, Bali. A qualitative approach was chosen as it allows for the depiction of actual field conditions through descriptive narratives and visualizations of social and cultural phenomena. This approach is considered relevant because the main focus of the research is to understand the meanings, experiences, and perceptions of informants regarding the management of the sacred area as both a place of worship and a cultural tourism destination (Sugiyono, 2018:213).

Data collection was conducted through direct observation, in-depth interviews with the Besakih Temple management, traditional village leaders (bendesa adat), local communities, and tourists, as well as visual documentation in the form of photographs and videos. Informants were determined using purposive sampling with specific criteria, while data analysis was carried out descriptively through the stages of reduction, presentation, and conclusion drawing. In addition, SWOT analysis was applied to map the strengths, weaknesses, opportunities, and threats in the effort to arrange the facilities (Sugiyono, 2019; Rangkuti, 2019).

The types of data collected include primary data from interviews and observations, and secondary data from literature such as journals, theses, and official documents related to the management of the sacred area. The main research instrument was the researcher, supported by digital recording devices and other documentation tools. The results are presented in a descriptive narrative to systematically convey the findings, thus providing a comprehensive overview of the challenges and potential for developing the Besakih Temple area as a spiritual and cultural destination (Miles & Huberman, 1992; Sugiyono, 2018:482).

RESULTS AND DISCUSSION

Analysis of Facility Arrangement Factors at Besakih Temple

The analysis of facility arrangement factors at Besakih Temple is an evaluative process aimed at identifying various elements influencing the facility arrangement process. This analysis is also used to understand the strengths, weaknesses, opportunities, and threats related to facility arrangement, enabling the formulation of appropriate decisions to improve facility quality while preserving the environment of Besakih Temple.

In the arrangement of the Besakih Temple area, several factors influence the process of facility management. These factors can be classified into two categories: internal factors and external factors. The following section elaborates on the internal and external factors affecting the arrangement of the Besakih Temple area.

Internal Factors in the Facility Arrangement of Besakih Temple

Internal factors in the arrangement of Besakih Temple are divided into several aspects, including:

1. Physical Conditions and Infrastructure.

Besakih Temple is one of the largest temple complexes with distinctive traditional architecture. Efforts to arrange facilities must take into account and preserve these architectural values. Proper spatial planning requires careful design to ensure that the constructed facilities do not disrupt the sanctity of the temple or interfere with ceremonial functions.

Basic infrastructure includes the availability and condition of facilities such as toilets, waste bins, and adequate parking areas. Proper lighting and ventilation systems are necessary to support visitor activities and maintain comfort, particularly during religious ceremonies. The availability of clean water must also be sufficient, especially during ritual events. Moreover, road arrangements within the area should remain open and visually harmonious. These road facilities must provide clear orientation for visitors and encourage collaboration between the public and private sectors.

2. Human Resources (HR)

Another crucial factor is the availability of competent human resources with sufficient capacity and clear competencies. Adequate and well-trained personnel are needed to manage existing facilities, maintain the cleanliness of the Sacred Area of Besakih Temple, and provide quality services to visitors. In addition,

skilled local guides are required, with knowledge of the history, culture, and spiritual values of Besakih Temple.

Effective management is also essential, including operational efficiency in managing facilities and coordinating different stakeholders such as Besakih Temple managers, local government, and the surrounding community. Strong collaboration among these parties is necessary to maintain cleanliness, orderliness, and visitor comfort within the temple area.

3. Finance and Maintenance.

The availability of sufficient funding is critical for routine maintenance, repair of damaged facilities, and further development. Transparency and accountability in financial management are required. Regular maintenance must be carried out on a scheduled and systematic basis to ensure that facilities remain in good condition. One key effort is the effective management of waste and garbage to maintain environmental cleanliness in the Besakih Temple area.

4. Cultural and Spiritual Values.

An important aspect of the internal analysis of facility arrangement is the alignment with the traditions and customs of Besakih Temple. The sanctity and respect for spiritual values must be maintained in every aspect of the arrangement process. Active participation of the local community is essential to preserve and safeguard the temple complex, along with empowering the community through responsible and sustainable tourism practices.

Through the analysis of these internal factors, the arrangement of the Besakih Temple area is expected to proceed optimally, striking a balance between visitor needs and the preservation of cultural and spiritual values of the temple.

External Factors of Facility Arrangement at Besakih Temple

In general, external factors are elements or matters that are beyond the direct control of an organization, project, or location, but have a significant impact within it. In the context of facility arrangement at Besakih Temple, external factors encompass various elements outside the direct control of the temple management, yet they significantly influence the arrangement and management of facilities at Besakih Temple.

The following are the external factors influencing the arrangement of Besakih Temple area:

1. Tourism Trends.

The number and types of tourists, as well as changes in the flow of both domestic and international visitors, may affect the demand for required facilities. In addition, diverse tourism interests such as spiritual tourism, cultural tourism, or nature tourism require different facilities and adjustments according to those tourism activities. At present, such tourism trends are more commonly known as special interest tourism.

The impact of tourism on the arrangement of Besakih Temple area must be carefully considered in terms of both positive and negative effects, particularly regarding the environment and local culture. The influence of globalization on

local culture may arise from interactions between international tourists and the local community at Besakih Temple.

2. Government policy.

One of the key points in managing the Besakih Temple area is the regulations related to tourism and cultural preservation. Such policies include regional regulations on spatial planning and environmental management relevant to facility arrangement at Besakih Temple. Government policies on tourism, such as regulations on tourism area management and cultural heritage preservation, are also crucial. Furthermore, government support in the form of funding, infrastructure, and promotion can accelerate the facility arrangement process at Besakih Temple.

3. Environmental Conditions.

Climate change can affect the physical condition and facilities of the temple. Increased temperatures or rainfall may become obstacles in the implementation period or completion of facility projects. Threats such as natural disasters including earthquakes or volcanic eruptions must also be considered in the planning of disaster-resilient facilities, particularly since Besakih Temple is located at the foot of Mount Agung, an active volcano in Bali.

Attention must also be given to the environmental impacts of surrounding development. Infrastructure and facility construction near the temple may affect the environment and accessibility to Besakih Temple. Waste management and pollution from tourism activities and development must also be managed properly, as tourism can greatly impact heritage sites, potentially diminishing the sanctity of the temple or causing physical damage due to over tourism.

4. Socio-Cultural Conditions.

One of the most critical impacts of tourism activities is the change in lifestyle among local communities. Increased mobility and technology use may influence the types of facilities needed. Moreover, shifts in cultural values and local traditions may alter how the community interacts with Besakih Temple, which could potentially diminish cultural values, sacredness, or even lead to physical damage of the temple.

The influence of foreign culture, through tourism and social media, may shape or even alter tourists' perceptions and behavior toward Besakih Temple. At the same time, it may affect the local community's approach to managing and preserving their own cultural heritage.

By taking these factors into account, the management of Besakih Temple can plan and implement the arrangement of the area and supporting facilities in a manner that is sustainable, responsive to change, and aligned with the cultural and spiritual values of Besakih Temple as the largest sacred and heritage site in Bali.

SWOT Analysis of Facility Arrangement at Besakih Temple as a Heritage Tourism Attraction.

SWOT analysis is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats. In the analysis of facility arrangement at Besakih Temple, several strengths, weaknesses, opportunities, and threats are

identified in the management of the temple area as a heritage tourism attraction. SWOT analysis is crucial to understand how development and management of the existing facilities at Besakih Temple can be optimized. The following is the SWOT analysis of facility arrangement at Besakih Temple in Karangasem Regency, Bali.

1. Strengths

- a. Improved infrastructure. The arrangement of Besakih Temple area has resulted in better infrastructure, such as the widening of access roads to the temple, sufficient parking areas for visitors, cleaner toilets, and better organized spaces for vendors and pedestrians. This serves as a strength that enhances visitor comfort and increases their interest in visiting Besakih Temple.
- b. Better visitor flow management. The management of visitor flow has improved, reducing congestion within the Besakih Temple area. This creates a more comfortable atmosphere for both tourists and Hindu communities conducting religious rituals.
- c. More complete and adequate supporting facilities. With the arrangement carried out by the Bali provincial government through the construction of adequate supporting facilities such as information and security centers, rest areas, shopping centers, and other amenities this becomes one of the strengths in enhancing tourism development at Besakih Temple.
- d. Potential to enhance image and attractiveness. The arrangement of Besakih Temple area contributes to strengthening its image as a world class heritage attraction that is appealing and more comfortable for visitors.
- e. Environmental preservation. Facility arrangement is also aligned with environmental preservation efforts, particularly around the temple, including improved waste management, the development of green spaces, and the protection of sacred water sources.
- f. Potential to improve local community orderliness. The involvement of the local community in providing services strengthens their sense of ownership and contributes to improving the local economy.
- g. Increased security and comfort. The arrangement of Besakih Temple area helps minimize disturbances to visitor safety and comfort, benefiting both tourists and Hindu communities performing religious ceremonies at the temple.

2. Weaknesses.

The arrangement of Besakih Temple area is not without weaknesses, some of which include:

- a. Potential loss of sacredness or authenticity. Arrangements conducted too hastily may risk reducing part of the authenticity of the temple. This may result from the excessive influence of modernization in construction and facilities, as well as the large number of foreign tourist visits. Such factors may affect the sacred values of the temple.
- b. High costs of arrangement. The arrangement project requires significant financial resources, and poor management could negatively impact financial

- expenditures. Moreover, maintenance costs for the facilities that have been built are also required.
- c. Possibility of rejection or dissatisfaction from certain parties. Some stakeholders may express disapproval or dissatisfaction, particularly those who feel that the facilities appear too modern, considering that Besakih is a designated cultural heritage site.
- d. Dependence on sustainable management. Sustainable and effective management is required for the future. Lack of proper maintenance and poor facility management could reduce the quality of the facilities previously developed.
- e. Potential for excessive commercialization. The arrangement of Besakih Temple area may lead to over commercialization, which could disrupt the temple's sacred function as a place of worship. Furthermore, there is a risk of damage to parts of the temple due to high volumes of tourist visits, which contradicts Besakih's role as the largest temple complex in Bali and a sacred religious site.

3. Opportunities

The arrangement of Besakih Temple as a heritage attraction in Karangasem Regency, Bali, presents several opportunities, including:

- a. Increase in quality visitors. Well-arranged facilities and effective management can attract tourists who appreciate culture and spiritual values, rather than merely mass tourists. This, in turn, supports efforts to preserve the cultural heritage of Besakih Temple.
- b. Development of sustainable tourism. Facility arrangement and construction that take environmental concerns into account offer opportunities to promote sustainable tourism development within the Besakih Temple area.
- c. Increased regional and local community income. Improved facilities and the growth of visitor numbers can enhance regional revenue and stimulate the local economy through higher tourist spending.
- d. Strengthening Bali's image as a leading cultural and religious destination. The arrangement of Besakih Temple's facilities further reinforces Bali's image as a world renowned center of culture and religion.
- e. Opportunities for collaboration with other stakeholders. Facility arrangements at Besakih Temple open possibilities for partnerships with third parties in managing or developing responsible and sustainable tourism programs.
- f. Utilization of technology in management. Technology can be employed for ticketing, visitor information, security, and environmental preservation. For instance, digital technology can be applied to waste and waste management, particularly during religious ceremonies or peak visitation periods.

4. Threats

- a. Changing tourist behavior. Shifts in tourism trends and visitor preferences may affect visitation levels to Besakih Temple, which could directly impact the local economy that relies on tourism.
- b. Competition with other tourist destinations. Bali offers many tourist attractions with similarities to Besakih Temple, some of which are more

- strategically located and accessible. This creates the need for Besakih to continuously adapt and innovate to remain competitive.
- c. Natural disasters. Natural disasters pose a significant threat to the development of Besakih Temple as a tourist attraction, especially considering its location on the slopes of Mount Agung, an active volcano.
- d. Security and order issues. Disruptions to tourist safety and comfort could damage the reputation of Besakih Temple and lead to a decline in visitor numbers.
- e. Negative impacts of mass tourism. Over-tourism may result in environmental degradation, a decline in sacredness, and even physical damage to the temple complex.
- f. Lack of coordination among stakeholders. Insufficient coordination between temple management, local government, and the community may hinder the effective management of Besakih Temple as a heritage tourism attraction.

The arrangement of Besakih Temple area and its supporting facilities holds significant potential for developing the site as a heritage tourism attraction. However, it is equally important to note that weaknesses and threats exist, which may negatively impact the temple area. Strong coordination among all stakeholders including temple management, local government, and the local community is essential to maintain the continuity, sacredness, and comfort of Besakih Temple.

Table 1. SWOT Analysis of Facilities Arrangement in the Sacred Area of Besakih
Temple

remple		
Internal External	Strength (S) Strength Factor	Weakness (W)
	1) Better infrastructure	Weakness Factor
	management.	1) Potential loss of
	2) More organized and	sacred value.
	comfortable visitor flow.	2) High costs required
	3) Adequate supporting	for arrangement
	facilities.	and maintenance.
	4) Improved image.	Possible rejection
	5) Harmonious cooperation	or dissatisfaction
	with related stakeholders.	from certain
		parties.
		4) Dependence on
		sustainable
		management.
		5) Excessive
		commercialization.

Opportunities (O) **Opportunity Factor**

- 1) Increase in the number of quality visits.
- 2) Development of
- 3) Increase in regional income.
- image.
- 5) Better cooperation opportunities.
- 6) Good use of technology.

Strategy (SO)

- 1) Better management to increase quality visits.
- 2) Better management of visitor flow and more efficient use of technology.
- sustainable tourism. 3) Improved image that influences regional income growth.
- 4) Strengthening Bali's 4) Strengthening cooperation opportunities for easier infrastructure and management.
 - 5) Sustainable attraction management to reduce negative tourism impacts.

Strategy (WO)

- 1) Increasing quality visits to reduce potential damage to sacred values.
- 2) Enhancing cooperation to reduce high arrangement and maintenance costs.
- 3) Utilizing technology as a medium of socialization and image strengthening.
- 4) Increasing revenue and proper management for sustainable attraction development.
- 5) Increasing quality visits to reduce excessive commercialization and conducting socialization with the local community.

Threats (T) Threat Factor Strategy (ST)

- 1) Changes in tourist behavior.
- destinations.
- 3) Natural disasters.
- 4) Security and order
- 5) Negative impacts of mass tourism.
- 6) Lack of coordination among stakeholders.
- 7) Environmental and cultural damage.

- 1) Managing quality visitors to increase visit interest.
- 2) Competition with oth 2) Strengthening image to compete with other attraction
 - 3) Providing adequate, safe, and 2) Consistent promotion appropriate facilities to mitiga natural disasters.
 - 4) Strengthening image and structured management to reduce security and comfort issues.
 - 5) Managing visitor flow to minimize negative impacts of 4) mass tourism.

Strategy (TW)

- 1) Efforts to increase tourist visit interest while protecting sac values.
- efforts that impact income and maintenance costs.
- 3) Need for community socialization and disaster mitigation efforts in the future.
- Better management achieve sustainable

6) Enhancing cooperation and attractions as well as communication with visitor safety and stakeholders, especially local comfort. government. Wise infrastruct (5) Preventive measure: management to reduce against negative environmental and cultural tourism impacts and damage. excessive commercialization. 6) Enhancing cooperation and building communication with related stakeholders.

The arrangement of the Besakih Temple area carried out by the Provincial Government of Bali has certainly had a significant impact on the sustainability of Besakih Temple as a cultural heritage site. This arrangement effort was undertaken for various reasons and with careful consideration. It aims to ensure that the arrangement of the Besakih Temple area provides benefits without causing negative impacts that could harm the temple's continuity. In addition, many aspects must be carefully considered so that the arrangement does not negatively affect the environment while bringing positive impacts to the community, including tourists, Hindu communities performing worship, and local residents living around Besakih Temple. The following are some impacts that can be analyzed from the arrangement of facilities at Besakih Temple.

CONCLUSION AND SUGGESTIONS

- During the effort of arranging the Pura Besakih area, several stages were carried out, namely planning, process, and inauguration. In addition, socialization was also conducted for the community regarding the area arrangement, yet findings show that many aspects remain unresolved, particularly related to the relocation of illegal vendors and economic equality for several traders in the Bencingah area.
- 2) According to the analysis conducted, it was found that there are several internal and external supporting as well as inhibiting factors in the effort of arranging and managing facilities in the Pura Besakih area. Currently, it remains a challenge for the managers and local government to relocate illegal vendors around the Pura Besakih area as well as the issue of rising prices that makes visitors feel anxious.
- 3) The arrangement and management of the Pura Besakih area have had a significant impact on several sectors, particularly the economic, social, and cultural sectors. Moreover, this facility arrangement effort has also provided a considerable positive influence on heritage tourism activities at Pura Besakih.

However, beyond that, there are impacts that pose future threats, such as the decline of the temple's sacredness and the commercialization of culture caused by the increasing number of tourist visits. In addition, there is the loss of Besakih's authentic value as a cultural heritage site due to the presence of various facilities that appear modern.

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