

Tanah Lot temple: Navigating the tension between tourism development and cultural preservation

Firman Sinaga¹, I Nyoman Kanca², I Ketut Suarja³

Institut Pariwisata dan Bisnis Internasional¹
Politeknik Negeri Bali^{2,3}

Abstract - The development of Tanah Lot Temple as a prominent tourist destination in Bali has significantly influenced the region's economic, social, and environmental dynamics. This study aims to examine these impacts by analysing the economic contributions of tourism, the social transformations experienced by local communities, and the environmental challenges arising from increased visitation. Additionally, the study seeks to propose sustainable tourism strategies that balance economic growth with cultural and environmental preservation. This research employs a qualitative approach, utilizing interviews and observations to gather data from visitors, local businesses, and community members. Interviews focus on perceptions regarding tourism's economic benefits, cultural shifts, and environmental concerns. Observations are conducted at the site to assess visitor behaviour, infrastructure conditions, and environmental changes. The collected data are analysed thematically to identify key trends and perspectives. The findings reveal that tourism at Tanah Lot Temple significantly contributes to the local economy, particularly in trade, hospitality, and services. However, the rapid growth of tourism has also introduced several challenges. Socially, the local community faces a dilemma between preserving cultural heritage and adapting to commercial tourism demands. While many residents take pride in the temple's global recognition, concerns about cultural erosion and over-commercialization persist. Environmentally, issues such as waste management, congestion, and land degradation emphasize the need for sustainable management. In conclusion, while Tanah Lot Temple's tourism industry generates substantial economic benefits, addressing the associated social and environmental challenges is crucial for long-term sustainability. Effective infrastructure management, active community involvement in decision-making, and the adoption of eco-friendly tourism practices are essential strategies. By integrating these approaches, Tanah Lot Temple can continue to thrive as a responsible and sustainable tourist destination that preserves its cultural and environmental integrity.

Keywords: Tanah Lot Temple, tourist destination, economic impact, social impact, cultural preservation, environmental sustainability

1. Introduction

The development of Tanah Lot Temple as a tourist destination in Bali is a process deeply rooted in both history and cultural significance. Constructed in the 16th century by the revered Hindu



priest Nirartha, Tanah Lot Temple was built as a place of worship and spiritual reflection. Nirartha, who came to Bali to spread Hinduism, selected the temple's location because of its natural beauty and spiritual potency, as it was perched on a rocky outcrop surrounded by the Indian Ocean. This strategic position allowed the temple to become a symbol of both natural and spiritual harmony, which continues to attract visitors today (Girinata, 2016). Since its establishment, Tanah Lot Temple has become an essential place of worship for the Hindu community, especially for those living in Bali's western region.

As Bali became increasingly popular as a global tourist destination, Tanah Lot Temple began to gain more recognition for its unique blend of natural beauty and religious significance. The picturesque setting, particularly during sunset, turned the temple into one of the most iconic landmarks on the island (Putri et al, 2024). By the 1970s, as international tourism boomed in Bali, Tanah Lot Temple started to attract larger crowds, both from within Indonesia and around the world. This growing interest transformed Tanah Lot from a quiet religious site into a bustling tourist attraction. The temple's majestic view of the ocean and its spiritual aura have made it a magnet for tourists seeking a blend of culture, history, and nature (Sanjaya et al, 2023).

The development of Tanah Lot as a tourist destination has brought many positive economic impacts. As tourism grew, the local economy saw an increase in business opportunities. Many locals began to offer products and services tailored to the needs of visitors, including food, handicrafts, and tour guide services (Hermawan & Putri, 2022). This influx of tourists has not only provided financial benefits for the community but has also helped preserve local culture through cultural tourism activities. In addition, the Bali Tourism Board has played a significant role in promoting Tanah Lot, ensuring it remains a vital part of the island's tourism industry (Laksmi, 2016).

However, the rapid growth of tourism at Tanah Lot Temple has also led to significant challenges. One of the most notable issues is the overcrowding of the site, particularly during peak hours. The influx of visitors has, at times, detracted from the spiritual experience that the temple offers, with religious rituals and ceremonies becoming difficult to perform in a solemn and undistracted manner (Utama et al., 2021). The commercialization of the temple's environment also raises concerns about its authenticity. As the temple becomes more integrated into the tourism circuit, there is a risk of the sacredness of the place being overshadowed by the demands of tourism (Adhika, 2012). Many religious practices that are meant to be deeply meaningful may be altered to cater to the desires of tourists, diminishing the cultural value of these traditions (Ardika, 2007).

Another significant challenge is environmental degradation. The rising number of visitors has led to increased waste production, much of which ends up polluting the surrounding environment, including the ocean. This pollution threatens the health of the marine ecosystem, which is vital to the area's natural beauty (Dwyer & Forsyth, 1996). In response to these issues, calls for sustainable tourism practices have become more urgent. It is essential to find ways to balance the growing number of tourists with the preservation of the temple's natural and cultural heritage (Sanjaya et al., 2023). The goal is to develop a sustainable tourism management strategy that incorporates the involvement of local communities, government bodies, and other stakeholders, ensuring that the temple remains both a vibrant cultural landmark and a functioning place of worship (Hermawan & Putri, 2022).

A collaborative approach to tourism management is crucial for addressing these challenges. Local stakeholders, including community leaders, temple management, and local businesses, must work together to create a model for sustainable tourism that balances economic growth with cultural preservation. This can include implementing policies to limit visitor numbers during peak times, ensuring that waste management systems are in place to protect the environment, and providing education for tourists about the cultural and spiritual significance of Tanah Lot Temple (The Bali Sun, 2023). Moreover, supporting local artisans and promoting

responsible tourism can ensure that the economic benefits of tourism reach the community without compromising cultural values.

Looking to the future, Tanah Lot Temple's status as a spiritual site and a major tourist destination requires ongoing efforts to maintain its balance between the demands of tourism and its role as a sacred place. By integrating sustainable practices and maintaining the integrity of its cultural heritage, Tanah Lot Temple can continue to serve as a symbol of Bali's spiritual and cultural richness. It is essential for future generations of Balinese people and international visitors to appreciate both the sacred and natural beauty of Tanah Lot, ensuring its place as a valuable heritage site for years to come (Putra, 2014).

Tanah Lot Temple has flourished as a major tourist attraction, it faces significant challenges related to overcrowding, environmental degradation, and the commercialization of its cultural practices. Addressing these issues requires a multifaceted approach that includes sustainable tourism management, community involvement, and careful planning to preserve the temple's spiritual and cultural integrity. By doing so, Tanah Lot can remain a cherished destination for both pilgrims and tourists, offering a meaningful experience that connects people to Bali's rich history and heritage. The development of Tanah Lot as a major tourist destination has brought significant impacts, especially regarding its cultural heritage and the local community. The integration of spiritual and cultural elements into the tourism experience at Tanah Lot provides both opportunities and challenges. While tourism promotes economic growth through increased visitation, it also raises concerns about the preservation of cultural heritage. This duality is evident in studies highlighting the balance between maintaining the sanctity of the temple and accommodating the growing number of tourists (Sudiarta et al, 2021).

Community participation in managing tourism at Tanah Lot is critical in ensuring that tourism benefits both visitors and the local population. Studies show that local communities in Beraban Village actively participate in the management of the site, thus contributing to sustainable tourism practices (Dewi et al, 2019). The role of the local community is emphasized in maintaining the cultural integrity of Tanah Lot, ensuring that tourism activities align with traditional values (Sudiarta et al., 2021). However, as tourism continues to expand, the challenge lies in balancing development with the preservation of local customs and religious practices.

The increasing commercialization of Tanah Lot and the commodification of its sacredness have been a point of contention. Scholars discuss the impact of such commodification on local traditions, questioning whether it leads to cultural dilution (Girinata, 2016). This tension between culture, heritage preservation, and tourism is an ongoing dilemma faced by local authorities and stakeholders in the region (Utama et al., 2021). Furthermore, the development of infrastructure, such as cultural shows and food festivals, has provided new avenues for engaging tourists while potentially altering the authentic experience (Putri et al, 2024).

Despite these challenges, tourism at Tanah Lot contributes significantly to Bali's economy. It provides employment opportunities and promotes the island's rich cultural heritage to a global audience. However, the sustainability of this development depends on thoughtful planning and the active involvement of the local community in decision-making processes. Ensuring that tourism at Tanah Lot remains aligned with both the preservation of cultural values and the needs of the community is essential for the future of the site (Sanjaya et al, 2023).

The development of Tanah Lot Temple as a major tourist destination in Bali reflects the complex intersection of cultural preservation and economic growth. Since its establishment in the 16th century, the temple has become a significant religious site, with its historical and spiritual importance serving as a foundation for its growing tourism appeal (Sanjaya et al., 2023). The temple's picturesque setting, especially at sunset, combined with its sacred value, has made it a key attraction for international tourists since the 1970s (Hermawan & Putri, 2022). However, the growing influx of visitors raises concerns about the impact on both the authenticity of the cultural experience and the environment (Utama et al., 2021).



The rapid increase in tourist numbers has brought substantial economic benefits, such as providing local communities with opportunities for selling products and services (Dewi et al., 2019). This economic boon has significantly impacted the social fabric of the region, creating jobs and generating income. However, this growth has come at a cost, with overcrowding and commercialization threatening the sacred atmosphere of Tanah Lot Temple (Sudiarta et al., 2021). Religious ceremonies that were once intimate and personal are now often interrupted by the demands of the tourism industry, reducing their spiritual significance (Putra, 2014).

The challenges of maintaining the temple's cultural integrity in the face of growing tourism highlight the need for a more sustainable approach to tourism management. Community involvement is essential in striking a balance between preserving the temple's cultural and religious importance and harnessing the benefits of tourism (Laksmi, 2003). Local communities should be empowered to participate in the planning and management of tourism activities, ensuring that their cultural values are respected (Sudiarta et al., 2021). This approach can help mitigate the risks of cultural erosion and environmental degradation by fostering a sense of ownership and pride in the preservation of their heritage (Utama, 2018).

Furthermore, the environmental impact of tourism must not be overlooked. The waste generated by visitors, particularly plastic waste, poses a significant threat to the surrounding marine ecosystem (Hermawan & Putri, 2022). A sustainable tourism management strategy that incorporates eco-friendly practices is vital for the long-term preservation of the temple's natural surroundings (BaliGlory, 2018). This strategy should also include efforts to maintain the temple's spiritual significance, which could be compromised if it becomes too commercialized (BaliTrac, 2018).

Tanah Lot Temple's development as a tourist destination has undoubtedly contributed to economic growth, it has also presented challenges that must be addressed through thoughtful, sustainable tourism policies. The involvement of local communities in tourism management, combined with an emphasis on environmental and cultural preservation, is essential to ensuring that Tanah Lot remains a vital cultural and spiritual landmark for future generations (Badrika & Swasono, 2000). Effective management strategies can ensure that the temple continues to serve both as a religious site and a tourism attraction, without sacrificing its cultural authenticity or environmental integrity (Sudiarta et al., 2021).

Research Problem

- (1) How is the development of Tanah Lot Temple as a tourist destination in Bali?
- (2) What are the positive and negative impacts of the development of Tanah Lot Temple as a tourist destination in Bali?
- (3) What are the challenges faced in maintaining the preservation and authenticity of Tanah Lot Temple culture in the midst of globalization and tourism?
- (4) What efforts can be made to maintain the preservation and authenticity of the Tanah Lot Temple culture?

Objectives

- (1) To find out about the development of Tanah Lot Temple as a tourist destination in Bali.
- (2) To find out the positive and negative impacts of the development of Tanah Lot Temple as a tourist destination in Bali.
- (3) To find out the challenges faced in maintaining the sustainability and authenticity of Tanah Lot Temple culture amidst the flow of globalization and tourism.
- (4) To find out the efforts made in maintaining the sustainability and authenticity of Tanah Lot Temple culture.

2. Method

2.1 Collecting Data

In this research, the method used is a qualitative method. Qualitative method is a research approach that focuses on understanding and exploring social phenomena from the



perspective of the subjects involved. This method is used to collect non-numerical data and often involves techniques such as direct observation and interviews that aim to collect in-depth data related to “The Impact of the Development of Tanah Lot Temple as a Tourism Destination in Bali” as well as the social, economic, and cultural impacts it has caused. The use of qualitative methods allows researchers to gain a more comprehensive understanding of the perceptions, experiences and views of local communities and visitors in relation to tourism around the temple.

To achieve this goal, the researcher used interviews and observations as data collection instruments. Interviews were conducted with various parties, including visitors, local traders, and community leaders, to explore their views on the impacts of tourism development, both positive and negative. In addition, observations were made at the Tanah Lot Temple site to understand the interaction between tourists and the local community, as well as to see firsthand the dynamics that occur due to the growth in the number of visitors.

In the interviews, the researcher explored various aspects, such as the spiritual experience at Tanah Lot Temple, the economic impact on the daily lives of local people, and the social and cultural changes that have occurred due to tourism. Observation also helped the researcher to analyse the situation in the field, including infrastructure management, hygiene, and intercultural interactions. Through the results of in-depth analysis, the researcher can develop appropriate recommendations for sustainable tourism management in Tanah Lot Temple, so as to preserve the culture and environment around the temple.

2.2 Technique of Analysis

In this study, the analysis was conducted through two main techniques: observation and interviews, each of which provided specific and in-depth data on the impact of the development of Tanah Lot Temple as a tourist destination. The analysis techniques of observation and interview are:

(1) Observation

Observations were conducted directly at the Tanah Lot Temple site to gain a more holistic understanding of the social and cultural interactions taking place. Researchers recorded various important aspects, including, observing how tourists interact with the surrounding environment and each other. This includes their behaviour when visiting the temple, how they participate in rituals, as well as their response to souvenir sellers and local services. For example, researchers may note the frequency with which tourists visit certain areas, as well as how these interactions may affect the social dynamics between visitors and local residents. Assessing the physical conditions and infrastructure that support tourist destinations. This includes the quality of roads, public facilities such as toilets and parking lots, as well as the cleanliness of the area. This assessment is important to understand how the growing number of visitors is impacting the existing infrastructure and whether it is adequate to accommodate the increase.

Observes the relationship between local communities and tourists. Researchers note how local communities adapt to the changes brought about by tourism, both in terms of ways of life and ways of interacting. For example, whether people feel proud of the arrival of tourists or feel distressed at the loss of their culture and traditions. These observations provide insights into social change that may not be revealed in interviews.

(2) Interviews

Interviews were conducted with various parties, including visitors, local traders, and community leaders, to gain diverse perspectives on tourism impacts. The interview process included: Using open-ended questions to encourage respondents to share their experiences and views more freely. This allows researchers to capture nuances and details that may be missed if closed questions are used. For example, the researcher can ask, “How was your experience when visiting Tanah Lot Temple?” and listen to the varied answers from each respondent.

Direct the discussion on specific aspects related to the impact of tourism development. These include the spiritual experiences visitors have, changes in the economic lives of local

merchants, and how tourism affects the cultural values of the community. The researcher sought to gain an in-depth perspective on how these changes are felt directly by the individuals involved. Exploring both the benefits felt by local communities, such as increased income and employment opportunities, as well as the challenges faced, such as pollution, congestion, and pressure on local traditions. These interviews provide a balanced picture of the complex and diverse experiences of different community groups.

3. Results and Discussion

3.1 Results

The results of this study provide an in-depth insight into the impact of the development of Tanah Lot Temple as a tourist destination in Bali, focusing on the social, economic and cultural aspects revealed through observations and interviews. The research shows how the interaction between tourism and local communities creates complex dynamics, and provides an overview of the challenges and opportunities faced. The following are the results and discussion of the observations and interviews conducted.

The results of the observations conducted at Tanah Lot Temple reveal insightful interactions between tourists and the local community. These interactions are essential for understanding the evolving dynamics of tourism in Bali, particularly in sacred and culturally significant locations like Tanah Lot. The interactions between tourists, both domestic and international, and the local community are largely characterized by curiosity, cultural exchange, and economic activity. The high number of visitors to Tanah Lot indicates that tourism plays a significant role in the area's economy, and as such, the local community has adapted to cater to these tourists.

Tourists visiting Tanah Lot show a notable level of interest in the local Balinese culture, particularly in relation to the spiritual and religious activities surrounding the temple. Many tourists observe and participate in traditional religious ceremonies, often taking photographs or offering prayers in the temple's vicinity. This participation, however, is not without its complexities. While some tourists approach these cultural practices with genuine respect, others show a lack of understanding or awareness of the cultural norms that govern sacred spaces in Bali. For instance, there have been instances where tourists enter the temple grounds without wearing the appropriate attire, such as sarongs or sashes, which are required to enter sacred areas. This demonstrates a lack of cultural sensitivity, as these norms are not always well-communicated to the tourists. While some tourists are briefed on the temple's etiquette, others may disregard these rules, viewing them as unnecessary formalities.

The lack of cultural awareness often results in discomfort or tension between tourists and the local community. Religious ceremonies, such as the offerings made during special rituals, are deeply important to the Balinese people, and the presence of tourists who are unfamiliar with the sanctity of these events can be perceived as disruptive or disrespectful. This highlights the need for improved cultural education for visitors, perhaps through more detailed signage, information booths, or even guided tours that explain the significance of these practices.

The local community, particularly those who are involved in selling goods such as handicrafts, traditional clothing, and food, has adapted significantly to the growing presence of tourists. Many of the traders have embraced tourism as a means of livelihood, and their ability to create and sell products that reflect Balinese culture has become an important aspect of their daily lives. Through their businesses, they introduce visitors to traditional Balinese art and food, giving them an opportunity to experience the culture beyond the religious and scenic aspects of the site. The sale of these cultural products not only helps sustain the local economy but also fosters a deeper connection between the tourists and the culture they are visiting.

Despite the economic benefits, there are growing concerns within the community regarding the commercialization of Tanah Lot as a tourist destination. Some locals worry that the influx of tourists and the commercialization of the site could lead to the erosion of the cultural values that have been preserved for generations. The rise in demand for souvenirs and the



constant influx of tourists may lead to the over-saturation of the market, diminishing the authenticity of the cultural products being sold. Furthermore, some community members are concerned that the growing emphasis on tourism may overshadow the sacred nature of the temple and its rituals, as more attention is placed on attracting visitors and meeting their demands for entertainment and leisure.

Additionally, the balance between preserving the local way of life and embracing the economic opportunities tourism brings is delicate. There is a risk that younger generations, who may be more inclined to pursue tourism-related work, may lose touch with traditional customs and practices. The preservation of cultural heritage could become a secondary concern as more emphasis is placed on business and economic success.

Tourism provides valuable economic opportunities for the local community at Tanah Lot, it is essential to address the concerns of cultural preservation. The community's adaptation to the presence of tourists has led to significant changes in local business practices, but these adaptations should not come at the cost of losing cultural identity and values. It is crucial for both the tourists and the local community to find a balance that allows for continued economic benefits while maintaining respect for the sacred traditions and cultural practices that define Tanah Lot's significance. This can be achieved through better cultural education, communication, and sustainable tourism practices that emphasize the importance of respecting the local culture and environment.

The infrastructure surrounding Tanah Lot Temple is facing significant pressure as a result of the growing number of visitors, which is a direct consequence of the temple's popularity as a major tourist attraction. During peak seasons, such as weekends, public holidays, and religious festivals, the area becomes heavily congested, leading to traffic delays and an overall reduction in the quality of the visitor experience. The roads leading to Tanah Lot are often narrow and inadequate to handle the high volume of cars, buses, and motorcycles, which can create long wait times and frustration for tourists. This issue not only diminishes the convenience of accessing the site but also affects the flow of tourists and their willingness to return in the future.

Public facilities, such as toilets and trash bins, are often substandard and poorly maintained. This situation exacerbates the discomfort for visitors, as the lack of cleanliness and sanitation facilities contributes to an overall negative perception of the destination. Dirty toilets and overflowing trash bins undermine the temple's status as a significant cultural and spiritual site, as well as its reputation as a tourist destination. Tourists expect clean and well-maintained facilities, and the failure to meet these basic standards can lead to dissatisfaction, affecting the site's appeal in the long run.

Given the increasing influx of visitors, the need for substantial infrastructure improvements at Tanah Lot is urgent. One key area that requires immediate attention is the road network. Expanding and upgrading the roads leading to the temple, including the creation of wider lanes and better traffic management systems, would alleviate congestion and enhance accessibility for tourists. Improved traffic flow would also reduce the environmental impact caused by the accumulation of vehicle emissions, contributing to a more sustainable tourism experience.

In addition to road improvements, the provision of adequate sanitation facilities must be prioritized. The construction of clean, accessible, and well-maintained public toilets is essential to ensuring a comfortable visit. Moreover, regular waste disposal and recycling facilities should be implemented to maintain the cleanliness of the site and its surroundings. These upgrades would help present Tanah Lot as a well-managed destination that values both its visitors and its cultural heritage.

Furthermore, accessibility for disabled visitors should also be improved. Creating ramps, elevators, and other necessary accommodations would ensure that everyone, regardless of physical ability, can access the site and participate in the experiences Tanah Lot offers. By prioritizing infrastructure upgrades such as these, the quality of the tourist experience can be



significantly enhanced, ensuring that Tanah Lot remains a sustainable, attractive destination for years to come.

The rapid growth of tourism around Tanah Lot Temple has brought about significant changes in the social fabric of the local community. While many residents have embraced the economic benefits of tourism, there are complex social dynamics at play, reflecting both pride and concern. On the positive side, the increased flow of tourists has provided many local families with a steady source of income, particularly through the sale of handicrafts, traditional food, and services like guiding tours. This newfound economic opportunity has allowed many to improve their standard of living, sending children to better schools and contributing to a more stable financial future for many households. For these residents, tourism has become an essential part of their livelihoods, and there is a strong sense of pride in being able to share their culture with visitors from around the world.

However, the rise in commercial activity has created tensions regarding the preservation of cultural identity. As tourism grows, traditional practices and values are increasingly being influenced by the pressures of commercialization. Some locals feel that the sacredness of religious rituals and cultural customs is being diluted or even compromised for the sake of attracting tourists. The shift toward more market-driven cultural expressions, such as the commercialization of ceremonies or the creation of staged performances, has led to feelings of loss and nostalgia for the community's traditional way of life. What was once a deeply spiritual experience for the local people is now being commodified, leading some to question whether their heritage is being exploited for financial gain.

There is also a growing sense of ambivalence among the local community. While there is a strong desire to benefit from the economic advantages that tourism brings, many residents also recognize the importance of safeguarding their cultural practices. For some, this tension manifests in a reluctance to fully embrace the changes brought by tourism, even as they acknowledge the material benefits it provides. As a result, the community is caught in a delicate balancing act, trying to reconcile the economic opportunities that tourism offers with the desire to protect their cultural heritage and traditional values.

This ambivalence is further compounded by the influence of outsiders, including tourists and developers, who may not fully understand or respect the cultural significance of the practices they are witnessing. As a result, there is a need for careful management and a collaborative approach to ensure that the local community can continue to benefit from tourism without sacrificing the essence of their traditions. It is crucial to involve the local population in decision-making processes regarding tourism development, so they feel empowered to make choices that will preserve their culture while allowing them to benefit economically.

Interviews conducted with various stakeholders, including visitors, local traders, and community leaders, provided insightful perspectives on the impact of tourism on Tanah Lot Temple and its surrounding community. These interviews highlighted the diverse experiences and concerns related to tourism and its effects on both visitors and locals.

From the tourists' perspective, the overall experience at Tanah Lot Temple was overwhelmingly positive. Many visitors reported feeling a strong sense of connection to Balinese culture, appreciating the sacredness of the temple and its stunning natural surroundings. The spiritual ambiance of Tanah Lot was cited as a highlight for many, with several visitors describing the temple as an important place for reflection and rejuvenation. The combination of spiritual energy and picturesque landscapes made the visit a memorable one. However, despite the overall satisfaction, several tourists expressed concerns about the large crowds that often make it difficult to fully appreciate the serenity of the place. Some noted that the influx of visitors can create an atmosphere that detracts from the spiritual experience. The commercial development surrounding the temple also led to distractions, with the hustle and bustle of vendors and tour groups competing with the tranquil surroundings. Additionally, some visitors highlighted the need for more information about local cultural norms and practices. Without proper guidance,



tourists were uncertain about how to behave respectfully in a sacred space, which could lead to inadvertent cultural misunderstandings. A common suggestion from tourists was for better signage and information, including cultural etiquette tips, to ensure they could engage more respectfully with the temple and its surroundings.

Local traders were unanimous in their recognition of the positive economic impacts of tourism. The influx of visitors has provided numerous opportunities for local businesses, particularly those selling traditional Balinese crafts, souvenirs, and food. Traders expressed that the tourism-driven income has significantly improved their livelihoods, helping them support their families, invest in their children's education, and even start new ventures. Many reported that tourism had allowed them to upgrade their homes and improve their standard of living. However, there were also underlying concerns about the sustainability of this income source. Several traders voiced apprehension about the over-reliance on tourism as the primary economic driver. Their worries were amplified by the impact of the COVID-19 pandemic, during which visitor numbers dwindled, leading to severe financial losses. This experience made it clear to traders that while tourism offers financial rewards, it also exposes them to vulnerabilities, as their economic stability is tied to the fluctuating number of visitors. This has sparked discussions among traders about diversifying their income streams to mitigate the risks associated with tourism's cyclical nature.

Community leaders expressed mixed feelings about the impact of tourism on local cultural traditions. On one hand, they recognized the economic benefits and the role of tourism in uplifting the community. On the other hand, there were concerns about the preservation of cultural and religious practices. Many community leaders expressed discomfort with the commercialization of religious ceremonies and rituals, which were traditionally reserved for the local community. Now, these ceremonies are often observed by tourists who may not fully understand their spiritual significance. Some leaders feared that the commodification of cultural events could dilute the essence of these sacred practices and reduce their meaning for the local community. Additionally, there was a growing sense of loss regarding the authenticity of local traditions, which were increasingly being replaced or altered by globalized tourist-friendly practices. To address these concerns, community leaders emphasized the importance of involving local residents in tourism planning and management. They argued that local communities should play a central role in decision-making processes to ensure that tourism does not harm cultural heritage and that their traditions are safeguarded for future generations. Furthermore, they suggested the development of cultural programs that would help educate tourists about the significance of Balinese rituals and customs, fostering a deeper understanding and respect among visitors.

The interviews highlighted the complex interplay between the benefits and challenges of tourism. While the economic opportunities brought by tourism are undeniable, there is a pressing need for more sustainable tourism management that involves the local community. This would help balance economic development with the preservation of cultural heritage and ensure that tourism benefits both visitors and the local population.

Positive impacts of the development of Tanah Lot Temple as a tourist destination are:

(a) Increased Economic Income:

The development of Tanah Lot Temple as a popular tourist destination has significantly boosted the local economy, creating new job opportunities for the surrounding communities. As the number of tourists continues to rise, local merchants, such as those selling souvenirs, traditional crafts, and food, are seeing a marked increase in their income. This influx of visitors has provided a much-needed financial boost to the community, helping many small businesses thrive. Tour guides, whose knowledge of the area and its cultural heritage is in high demand, have also benefited from the growth in tourism. Additionally, accommodation providers, from local guesthouses to larger hotels, have seen a rise in bookings, contributing to further economic growth in the area. This increase in employment and business opportunities has allowed families



to improve their quality of life, with some being able to invest in education, healthcare, and infrastructure for their homes. However, while tourism has brought economic prosperity, it has also made the local community more dependent on the sector. As a result, there is growing concern about the vulnerability of the economy should visitor numbers decrease due to external factors, such as economic downturns or health crises like the COVID-19 pandemic. This highlights the need for diversified economic development strategies that reduce over-reliance on tourism while still leveraging its benefits.

(b) Increased Cultural Awareness:

Tourism has the potential to enhance cultural awareness, both among tourists and the local community. Visitors who come to Tanah Lot Temple are often curious about Balinese culture, customs, and religious practices, leading to increased interest and respect for local traditions. This cultural exchange can foster a deeper understanding and appreciation of Bali's rich heritage. For instance, tourists are often keen to observe and learn about the temple's rituals, traditional dances, and ceremonies. In doing so, they not only gain a greater understanding of the island's cultural values but also contribute to a broader appreciation of Bali's unique identity. For the local community, the influx of tourists can reinforce a sense of pride in their culture, as they share their traditions and rituals with others. It serves as a reminder of the value of preserving and showcasing these cultural practices for future generations. In the long term, this cultural exchange could lead to a strengthening of local identity, as the community becomes more confident in sharing its heritage with the world, thus reinforcing cultural pride and awareness.

(c) Infrastructure Development:

The rapid growth of tourism at Tanah Lot Temple has placed a spotlight on the need for improved infrastructure in the area. To accommodate the increasing number of visitors, substantial investments have been made in upgrading transportation systems, such as improving roads and expanding parking facilities. These improvements make the area more accessible to tourists and reduce congestion, enhancing the overall visitor experience. Additionally, the growth in tourism has led to investments in public facilities, including restrooms, waste management systems, and food courts, which help maintain cleanliness and comfort for both tourists and locals. The local government has also focused on enhancing healthcare services, ensuring that medical facilities are adequately equipped to handle any emergencies that may arise, particularly during peak tourist seasons. These infrastructure upgrades not only improve the visitor experience but also elevate the quality of life for local residents, who benefit from better roads, cleaner public spaces, and improved health services. Furthermore, such developments have the potential to attract additional investment in the area, spurring further economic growth and community well-being. However, the challenge remains to ensure that these improvements are sustainable and do not overwhelm the local environment or culture. Thoughtful planning and community involvement in decision-making will be key to balancing development with the preservation of local values and resources.

The rapid development of Tanah Lot Temple as a popular tourist destination has led to the commercialization of local culture, which poses a significant threat to the authenticity of cultural practices. As tourism increases, there is an increasing tendency to package traditional rituals, ceremonies, and crafts as commodities to be sold to tourists. While this provides economic benefits, it risks diminishing the cultural significance of these practices. Religious ceremonies, for example, may become performance-based spectacles aimed at attracting visitors rather than maintaining their original sacred and spiritual purpose. The commodification of culture can also lead to the erosion of traditional values, as local customs and beliefs are altered or simplified to suit the preferences of tourists. Instead of preserving the integrity of cultural expressions, they may be diluted or distorted to meet the demands of a commercialized tourism industry. This not only impacts the local community's cultural identity but also reduces the opportunity for meaningful cultural exchange. Visitors may gain a superficial understanding of Balinese traditions, and the deeper spiritual and historical significance of these practices may be lost. To



mitigate this, it is essential for tourism development to prioritize cultural preservation, ensuring that traditions are respected and maintained, and that tourism does not undermine the core values of the community.

While tourism has brought economic prosperity to the community around Tanah Lot Temple, it has also created a high level of economic dependency on the sector. The reliance on tourism as a primary source of income makes local communities vulnerable to fluctuations in visitor numbers, which can be influenced by external factors such as global economic downturns, natural disasters, or public health crises like the COVID-19 pandemic. During such crises, the tourism sector can be severely affected, leading to a loss of income for local businesses and a reduction in the quality of life for residents. The pandemic, for instance, led to widespread closures of shops, restaurants, and accommodation services, leaving many workers without jobs and facing economic hardship. This over-reliance on a single economic sector creates a lack of resilience and makes it difficult for the community to diversify its income sources. To address this issue, it is vital for local authorities and stakeholders to explore ways of diversifying the economy, such as promoting sustainable agriculture, supporting small businesses outside of tourism, and fostering other industries that can provide stability in times of crisis.

The rapid growth of tourism at Tanah Lot Temple has had significant environmental consequences. The influx of visitors places considerable pressure on the local ecosystem, leading to pollution, waste accumulation, and strain on natural resources. The increase in litter, plastic waste, and food packaging can degrade the natural beauty of the area, which is one of the main attractions for tourists. Additionally, the growing number of tourists may also damage the surrounding environment, particularly the coral reefs and marine life near the temple, as well as the temple's natural surroundings. The construction of infrastructure to accommodate tourism, such as roads, hotels, and amenities, can also lead to habitat loss and disruption of local wildlife. Over-exploitation of natural resources, such as water for hotels and irrigation for local agriculture, may further deplete the area's ecological balance. To mitigate these environmental impacts, it is crucial to implement sustainable tourism practices, including waste management, water conservation, and efforts to preserve local biodiversity. Encouraging eco-friendly initiatives and promoting environmental education among both tourists and locals can help reduce the negative environmental footprint of tourism.

The rapid expansion of tourism at Tanah Lot Temple has caused significant shifts in social dynamics within the local community. On one hand, some locals benefit economically from the increased number of tourists, but on the other hand, tourism can disrupt social relations and values. With the influx of outsiders, traditional social structures and ways of life can be altered or undermined. The commercialization of culture, as mentioned earlier, can create a disconnect between the local community and its traditions, leading to a loss of cultural identity. Moreover, the changing social landscape can cause friction between different groups within the community, as some may embrace the benefits of tourism, while others may resist the changes it brings. For example, long-standing residents may feel that their values are being replaced by a more globalized, tourist-oriented mindset. As tourism becomes a dominant economic activity, tensions can arise over issues such as land use, resource distribution, and the preservation of community traditions. These shifts can lead to a sense of marginalization, with certain individuals or groups feeling alienated from the benefits of tourism or excluded from decision-making processes. To address these social challenges, it is essential to involve local communities in the planning and management of tourism, ensuring that they have a voice in decisions that affect their social fabric and cultural heritage. Social cohesion can be maintained by fostering dialogue and understanding between the local population and visitors, as well as by promoting inclusive and sustainable development strategies that prioritize the well-being of the community.

3.2 Discussion



Based on observations and interviews, this research shows that the development of Tanah Lot Temple as a tourist destination has a complex and multifaceted impact. Some important points in this discussion include:

Achieving a balance between the economic benefits of tourism and the preservation of cultural heritage is crucial for ensuring sustainable development in tourist destinations. While tourism provides significant financial benefits to local communities, it can also pose threats to the preservation of traditional customs, cultural identity, and the environment. Therefore, it is essential to implement policies that not only promote tourism but also prioritize the safeguarding of local culture and values.

One key strategy to maintain this balance is to involve local communities in tourism management and decision-making processes. Local participation ensures that tourism development aligns with the values, needs, and priorities of the community. When community members are actively involved, they can help shape the direction of tourism in a way that reflects their traditions, customs, and cultural identity. This can include input into the types of tourism products and services offered, as well as how they are marketed to visitors. For example, local artisans, craftspeople, and performers can contribute by showcasing their cultural expertise, which can lead to the development of unique, culturally rich tourist experiences that attract visitors while preserving the essence of the community's traditions (Khenchi & Siahaan, 2018).

Moreover, community-based tourism initiatives often empower local people, creating jobs and economic opportunities while preventing the exploitation of their cultural assets. This approach can also enhance the attractiveness of the destination by offering tourists a more authentic, immersive experience that goes beyond the typical commercialized attractions. Such initiatives can include organizing cultural festivals, promoting traditional arts and crafts, and educating tourists on the significance of local customs and rituals. By ensuring that local communities benefit directly from tourism revenue, they are more likely to support the protection of their cultural heritage and actively participate in conservation efforts (Suarsa, 2019).

Community involvement in tourism management plays a vital role in balancing economic growth with the preservation of cultural heritage. By promoting local participation, tourism can become a tool for both economic development and the continued protection of valuable traditions, ensuring that the benefits of tourism are shared while safeguarding cultural authenticity for future generations.

As the number of visitors to Tanah Lot continues to rise, effective infrastructure management becomes increasingly critical to ensure that both the visitors and the local communities experience a seamless and positive environment. The construction and maintenance of appropriate facilities are essential to support the growing demand while preserving the natural and cultural integrity of the area. Infrastructure, when thoughtfully planned and implemented, can significantly enhance the visitor experience and contribute to the sustainability of tourism.

One of the foremost areas that require attention is the accessibility of Tanah Lot for all visitors, including those with special needs. Ensuring that all tourists, regardless of their physical abilities, can navigate the site comfortably should be a top priority. This can be achieved through the construction of ramps, wheelchair-accessible paths, and designated viewing areas that cater to individuals with mobility challenges. Additionally, providing information in multiple formats, such as braille or audio guides, can further enhance the accessibility of Tanah Lot, making it an inclusive destination that accommodates the needs of a diverse range of visitors.

Another key aspect of infrastructure management is the improvement of hygiene facilities. As the number of tourists increases, so does the pressure on existing public restrooms, waste disposal systems, and sanitation services. Upgrading these facilities is vital not only to ensure the comfort of visitors but also to protect the environment from pollution. Proper waste management practices should be implemented to handle both solid and liquid waste effectively, with a focus on minimizing the environmental impact. The use of eco-friendly materials, such as

biodegradable soaps and sustainable waste disposal systems, can contribute to the broader goal of sustainability in tourism.

Additionally, traffic management plays a crucial role in maintaining a smooth flow of visitors and minimizing congestion, especially during peak times. Expanding parking facilities, establishing well-marked pedestrian paths, and utilizing digital technologies for crowd control can help mitigate the strain on Tanah Lot's infrastructure. Moreover, local communities should be actively involved in the development and maintenance of these facilities to ensure that the solutions implemented are both effective and culturally appropriate. Collaboration with local authorities, tourism stakeholders, and community members will help create an infrastructure plan that serves the interests of all involved parties.

Furthermore, the preservation of Tanah Lot's natural and cultural landscape requires careful attention to infrastructure development. Any new construction must be in harmony with the surrounding environment, using materials that blend seamlessly with the natural beauty of the site. This will ensure that the site retains its authenticity and spiritual significance while accommodating the needs of an expanding visitor base.

In conclusion, the successful management of Tanah Lot's infrastructure is a multifaceted endeavour that requires careful planning and implementation. By prioritizing accessibility, improving hygiene facilities, managing traffic, and engaging local communities, it is possible to maintain a balance between the increasing demand for tourism and the preservation of the site's natural and cultural assets. The goal should be to create an infrastructure that enhances the experience of visitors while contributing to the long-term sustainability of the destination for future generations.

Education and cultural awareness are essential in the development of sustainable tourism at Tanah Lot Temple. Measures that can be taken include providing clear information about the prevailing norms and rules, including the etiquette of dress and behaviour at the shrine, as well as conducting orientation programs that explain the culture, spiritual values, and significance of rituals. Engaging local tour guides who understand the culture can also provide in-depth information to visitors. With these measures, it is hoped that cultural awareness will increase, creating mutual respect and supporting the preservation of traditions at Tanah Lot Temple.

The development of Tanah Lot Temple as a tourist destination in Bali brings complex impacts, involving interrelated social, economic and cultural aspects. This research shows that tourism can provide significant economic benefits to local communities, such as increased income and job creation. Many local merchants take advantage of the arrival of tourists to sell products and services, which has a positive impact on their daily lives. However, these economic gains also come with challenges, such as dependence on a tourism sector that is vulnerable to fluctuations in visitor numbers.

From a cultural perspective, interaction between tourists and local communities can create an interesting dynamic, but also risks leading to the commercialization of culture. Traditional practices and local values can be threatened by outside influences that come with increased tourism. Therefore, it is important to maintain a balance between capitalizing on tourism potential and preserving existing cultural heritage. Education and cultural awareness are key to achieving this goal, where both tourists and local communities need to understand each other's norms and values.

Furthermore, good infrastructure management is necessary to support tourism growth. With increasing numbers of visitors, attention to public facilities, accessibility, and cleanliness should be prioritized to create a comfortable experience for tourists and communities. Community involvement in tourism planning and management can help ensure that these developments are sustainable and beneficial to all parties.

Overall, Tanah Lot Temple has great potential as a tourist destination that can support the local economy while maintaining cultural preservation. Through collaboration between the government, local communities, and visitors, it is hoped that tourism in this area can develop in



a sustainable manner, providing maximum benefits without compromising cultural and environmental values.

4. Conclusion

4.1 Conclusion

Tanah Lot Temple, one of Bali's most iconic and revered landmarks, has long served as a centre for spiritual practices, tourism, and cultural heritage. The increasing number of visitors to this historical site over the years has brought about both positive and negative impacts. While the influx of tourists has undoubtedly stimulated the local economy and offered opportunities for employment, it has also posed significant challenges related to sustainability, cultural preservation, and environmental protection. As Tanah Lot continues to grow in popularity, it is essential to find strategies that balance the demands of tourism with the preservation of its spiritual and cultural significance.

The cultural and spiritual importance of Tanah Lot Temple must remain at the core of any tourism management strategy. The site's role as a sacred place of worship for the Hindu community in Bali requires careful attention to ensure that the commercialization of tourism does not overshadow its religious value. There is a delicate balance between welcoming tourists and maintaining the authenticity of the religious rituals and ceremonies that take place there. In addition, the increased number of visitors has led to concerns about overcrowding, environmental degradation, and waste management. These issues need to be addressed comprehensively to prevent the loss of Tanah Lot's inherent charm and value, which would ultimately undermine its appeal as a tourist destination.

Sustainable tourism management, involving local communities, government bodies, and other stakeholders, is essential for safeguarding Tanah Lot Temple for future generations. Ensuring that infrastructure development is both sustainable and inclusive is a key step in this direction. This includes improving accessibility for all visitors, creating eco-friendly waste management solutions, and ensuring the site's aesthetic and spiritual values are maintained amidst the growing tourism infrastructure.

The importance of local community involvement cannot be overstated. Local residents should be engaged not only in tourism-related employment but also in the decision-making processes surrounding the development of Tanah Lot as a tourist destination. By empowering the community and incorporating their perspectives, it is possible to preserve the cultural identity of Tanah Lot while enhancing its appeal as a sustainable tourism destination. In addition, promoting local businesses and encouraging the sale of authentic cultural products can help maintain the region's heritage and boost the local economy.

4.2 Suggestions

Sustainable Infrastructure Development: As visitor numbers increase, the development of infrastructure that can accommodate these visitors in an environmentally sustainable way is critical. This includes the construction of adequate facilities such as parking areas, restrooms, and pedestrian walkways, all while ensuring minimal disruption to the surrounding natural environment. Accessibility improvements should also be prioritized, with the introduction of ramps, tactile paths, and accessible viewing points to cater to people with disabilities.

Waste Management and Environmental Protection: A comprehensive waste management system is essential to preserve the ecological health of the area. Tanah Lot should adopt sustainable waste disposal practices, including recycling programs and the use of biodegradable products. Efforts should also be made to educate visitors on proper waste disposal and encourage eco-friendly behaviours, such as the use of reusable water bottles and bags.

Cultural Preservation: The growing commercialization of Tanah Lot must be carefully managed to prevent the erosion of its cultural and spiritual significance. Policies should be put in place to ensure that the temple remains a place of worship, with clear boundaries between tourism activities and sacred rituals. The local community, along with religious leaders, should



be consulted in the development of tourism policies to ensure that cultural traditions are respected.

Community Engagement and Economic Empowerment: Local communities should be involved in the tourism planning process. This can be achieved by providing training programs for local residents to become tour guides, artisans, or hospitality workers. By actively involving the community in the management and growth of the tourism sector, Tanah Lot can create a sustainable source of income for locals while preserving the cultural identity of the area.

Visitor Education: Educational campaigns aimed at informing visitors about the historical and spiritual importance of Tanah Lot are crucial. Tourists should be made aware of the sacred nature of the site and encouraged to respect local customs and traditions. Interactive exhibits or guided tours could help deepen visitors' understanding of Tanah Lot's history and significance, fostering a greater sense of respect and responsibility.

Strategic Marketing: The promotion of Tanah Lot as a spiritual and cultural tourism destination should be done in a way that highlights its authenticity. Marketing campaigns should emphasize the uniqueness of Tanah Lot's blend of cultural heritage, spiritual significance, and natural beauty. Additionally, promoting off-peak season visits could help reduce overcrowding during peak times and encourage more sustainable tourism patterns.

In conclusion, Tanah Lot Temple's development as a tourist destination presents both challenges and opportunities. By adopting a holistic, sustainable approach to tourism management, engaging the local community, and prioritizing cultural and environmental preservation, it is possible to ensure that Tanah Lot remains a thriving and sacred place for future generations to appreciate and experience.

References

- Adhika, I. M. (2012). *Komodifikasi Kawasan Suci Pura Uluwatu*. Denpasar: Udayana University Press.
- Ardika, I. W. (2007). *Pusaka dan Budaya dan Pariwisata*. Denpasar: Pustaka Sari.
- Audiala. (n.d.). Tanah Lot Temple - Denpasar. Retrieved from <https://audiala.com>
- Badrika, I. W., Swasono, M. F. (Supervisor), Danandjaja, J. (Examiner), & Shahab, Y. Z. (Examiner). (2000). *Kegiatan pariwisata di pura Tanah Lot: Studi kasus tentang peranan desa adat Beraban dalam mengelola obyek wisata pura Tanah Lot*. Fakultas Ilmu Pengetahuan dan Budaya, Universitas Indonesia.
- BaliGlory. (2018). Upacara atau Piodalan Pura Tanah Lot. Retrieved March 18, 2018, from <http://www.id.baliglory.com/2015/09/pura-tanah-lot.html>
- BaliTrac. (2018). Bali Rafting & Tanah Lot Tour - BALI. Retrieved March 18, 2018, from <https://balitrac.com/bali-rafting-tanah-lot-tour/>
- BeritaBali. (2018). Hindu Ceremonial at Tanah Lot Temple. Retrieved March 18, 2018, from <https://beritabali.com/read/2015/03/19/201503190001/15-Banjar-Adat-dan-44-Pura-Se-Beraban-Melasti-di-Tanah-Lot.html>
- BisnisWisata. (2018). Tanah Lot, Best Choice for a Vacation. Retrieved March 18, 2018, from <http://bisniswisata.co.id/tanah-lot-primadona-pilihan-berlibur/>
- Dewi, R. N. M. S., Priyambodo, T. K., & Irwan, S. N. R. (2019). Local community participation in Beraban Village in the management of Tanah Lot tourism object, Kediri District, Tabanan Regency, Bali. *Global Research on Tourism Development and Advancement*, 1(1), 14–24. <https://doi.org/10.21632/garuda.1.1.14-24>
- Disparda. (2017). *Tourism Attractions List in Tabanan Regency*. Denpasar: Disparda Bali.
- Dwyer, L., & Forsyth, P. (1996). Valuing heritage conservation: An economic perspective. In *The International Conference on Tourism and Heritage Management toward a Sustainable Future: Balancing Conservation and Development* (pp. 1–16). Yogyakarta, Indonesia.
- Girinata, I. M. (2016). *Komodifikasi kawasan suci Pura Tanah Lot dan implikasinya terhadap masyarakat Desa Pakraman Beraban Kecamatan Kediri Kabupaten Tabanan*. Denpasar: Pascasarjana Universitas Hindu Indonesia.
- Google, M. (2018). Tanah Lot Tourism Attraction. Retrieved March 18, 2018, from <https://www.google.co.id/maps/place/Tanah+Lot/>



- Hermawan, D., & Putri, N. M. D. K. (2022). Factors influencing the decision to visit tourists to Tanah Lot, Bali province. *Enrichment: Journal of Management*, 12(5), 4463–4469.
<https://doi.org/10.35335/enrichment.v12i5.1031>
- Laksmi, A. A. R. S. (2003). *Pengelolaan pariwisata berbasis masyarakat: Studi objek wisata Tanah Lot di Desa Beraban, Kecamatan Kediri, Kabupaten Tabanan* (Tesis, Program Magister Kajian Budaya, Program Pascasarjana Universitas Udayana).
- Laksmi, A. A. R. S. (2016). *Pengelolaan warisan budaya Pura Tanah Lot sebagai daya tarik di Desa Beraban, Kecamatan Kediri, Tabanan*. *Forum Arkeologi*, 27(3), 1–15.
- Putra, I. N. D. (2014). Bali: Between cultural and marine tourism. *Jurnal Kajian Bali*, 4(1), 11–19.
- Putri, N. K. P., Wirata, I. N., & Ariasri, N. R. (2024). The influence of the Tanah Lot Art and Food Festival on tourists' visiting interest. *Jurnal Pariwisata Nusantara (JUWITA)*, 3(2), 74–86.
<https://doi.org/10.20414/juwita.v3i2.11066>
- Sanjaya, P. K. A., Irwansyah, M. R., & Dharmayasa, I. P. A. (2023). Pengembangan Tanah Lot sebagai wisata spiritual: Suatu kreasi model pembangunan berkelanjutan. *Edunomics Journal*, 4(1), 87–94.
- Sari, A. P. (2020). *Pengaruh kualitas produk wisata, pelayanan wisata, dan daya tarik obyek wisata terhadap kepuasan wisatawan serta dampaknya terhadap perilaku pasca kunjungan (Pada wisatawan mancanegara di Tanah Lot, Bali)*. S1 thesis, Universitas Mercu Buana.
- Sudiarta, I. N., Sumadi, K., & Purnamawati, M. S. (2021). Tanah Lot tourism attraction based on Tri Hita Karana. *International Journal of Recent Advances in Multidisciplinary Research*, 8(12), 7401–7406.
- The Bali Sun. (2023, July 21). Stage to be installed at Bali's Tanah Lot Temple for cultural shows for tourists. Retrieved from <https://thebalisun.com>
- The Bali Sun. (2023, November 6). Bali's must-visit tourist temple will increase entry tickets in 2024. Retrieved from <https://thebalisun.com>
- Untara, I. M. G. S., & Supada, W. (2020). Eksistensi Pura Tanah Lot dalam perkembangan pariwisata budaya di Kabupaten Tabanan. *Cultoure: Jurnal Ilmiah Pariwisata Budaya Hindu*, 1(2).
- Utama, I. G. B. R., Susanto, P. C., Junaedi, I. W. R., Krismawintari, N. P. D., & Susanto, P. C. (2021). Dilemma between culture and heritage preservation and tourist attraction. *International Journal of Social Science and Education Research Studies*, 1(1), 1–7. Retrieved from <http://ijssers.org/index.php/ijssers/article/view/3>

