

Revitalizing Tourist Attractions in Preparation for Tourism Activities Post-pandemic in Tulungrejo Tourism Village, Bumiaji District, Batu City

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ABSTRACT

The purpose of this study was to determine the condition of the tourist attraction in Tulungrejo Tourism Village during the Covid-19 pandemic and to understand in depth the revitalization of the tourist attraction of Tulungrejo Village in preparation for tourism activities that have been carried out by related parties. This study uses a qualitative descriptive method and the data used are based on literature studies in the form of books, journals, results of previous studies and other media sources related to the research taken as well as observation activities that lasted for 2 months as well as supported by interviews with 8 sources. The results showed that tourism conditions in Tulungrejo Village had decreased due to the Covid-19 pandemic. As a result of the Covid-19 pandemic, all tourist attractions in Tulungrejo Village have decreased which can affect both the physical, economic and social conditions of tourist attractions. Therefore, it is necessary to revitalize the tourist attraction of Tulungrejo Village in order to prepare for tourism activities after the Covid-19 pandemic. Revitalization is carried out through several stages and requires a certain period of time and includes matters such as Physical Intervention (physical condition of the attractive area), Economic Rehabilitation (tourist economic activity), and Social Revitalization (social environment of tourist attraction).

Keyword: *Revitalization, Tourist Attraction, Tourism Activities, Post-Pandemic Covid-19*

1. INTRODUCTION

The tourism sector is one of the largest and strongest sectors in the Indonesian economy. Indonesia, which has cultural diversity and abundant tourism, is able to overcome basic problems by strengthening the economy from foreign exchange earnings/regional income, so that as a country with abundant diversity, Indonesia can develop its potential, for example in terms of tourism because tourists visiting Indonesia seek or enjoy the beauty of Indonesia's tourism so that it gives a domino effect for domestic and foreign, if from abroad our country is getting more famous then domestically, our country can add foreign exchange to raise the welfare of the people that exist today (Rani, 2014).

Tourism has now become an industrial activity because it is able to rapidly increase the economy, especially in providing employment, increasing income, living standards and stimulating other sectors. Furthermore, tourism also includes the actual classic industry as well as souvenirs (Pendit, 1999). Most countries develop tourism activities (Marpaung and Herman, 2002) to:

1. Expanding job opportunities and business fields as well as state foreign exchange earnings.

2. Introducing the nation's culture, maintaining personality, national culture and fostering a sense of love for the homeland.

3. Encouraging regional development while still paying attention to aspects of environmental sustainability.

East Java Province has a large potential for tourism objects so that it can be developed as a tourist attraction. Various tours are already widely known by local and foreign tourists such as: Mount Bromo Park tours, Blue Fire in Ijen Crater Banyuwangi and many more. Seeing the great potential of the tourism sector, every year the regions in East Java Province began to move quickly to develop tourism in their respective regions (Amsori, 2022). This makes East Java Province a district/city that can contribute to economic growth for East Java Province.

One area that relies on the development of the tourism sector is Batu City. Many tourist attractions are excellent, such as natural tourist attractions, artificial tourist attractions and cultural tourist attractions. Various places in Batu City are competing to run the tourism industry. Until the Batu City government made a program for all villages in Batu City to be used as Tourism Villages.

According to Nuryanti (In Yuliati and Suwandono, 2016) Tourism Village is a form of combination of attractions, accommodation, and supporting facilities that are packaged in a pattern of community life that blends with applicable procedures and traditions so as to make the village a tourist destination.

One of the tourist villages in Batu City is Tulungrejo Tourism Village. Tulungrejo Tourism Village has several tourist attractions that can be visited by tourists. Tulungrejo village is a very fertile village and the majority of its people make a living as vegetable and apple farmers. Geographical conditions consisting of expanses of rice fields, hills, mountains supported by cold air and beautiful natural scenery because it is located in the highlands (Fransisca, 2016).

In accordance with data from the Batu City Tourism Office in 2020, Tulungrejo Village is an Independent Tourism Village which is the advantage of Batu City both in terms of management and management. The tourist attraction owned by Tulungrejo Village is the main destination of interest by tourists when visiting Batu City. Therefore, the level of tourist visits in Tulungrejo Village is higher than other tourist villages in Batu City (Cultural Congress, 2020)

According to Yoeti (2006), tourist attraction is everything that attracts tourists who visit a particular tour. The attractions of Tulungrejo Tourism Village consist of artificial tourist attractions and natural tourist attractions.

However, the last 2 years Batu City tourism has been affected by the COVID-19 pandemic that has hit the world. The Covid-19 virus or Server Acute Respiratory Coronavirus 2 (SARS-CoV-2) is a virus that causes damage to the respiratory system. According to WHO, the Covid-19 virus spreads from human to human through droplets from the nose and mouth that are spread when a person coughs or exhales. These droplets then fall onto objects touched by others. The person then touches the eyes, nose, or mouth. Based on studies conducted at this time, it is possible that transmission of the Covid-19 virus through the air can occur (Neneng, 2020).

The handling step that most countries in the world take is lockdown or in Indonesia is the Large-Scale Social Restriction (PSBB) which in its implementation is to limit the movement of people to one place or to meet other people. The number of countries and people who have been exposed to the Covid-19 virus, and many countries that have implemented lockdowns have had a huge impact on all sectors, especially the tourism sector. The COVID-19 pandemic has resulted in the City of Batu losing its tourists. So that the number of tourist visits fell by more than 50% in 2020, from the number of tourist visits of 7.2 million to 2 million (batukota.go.id).

As a result of the Covid-19 pandemic, especially the Tulungrejo Tourism Village, many lost tourists, resulting in both the economy of the tourist attraction area and the community experiencing a decline. As a result of the declining economy causing the maintenance of the tourist attraction to decline, the condition of the tourist attraction is lacking in renewal, there is no income for both the manager and the community. Therefore the need for a revitalization of tourist attractions in the preparation or planning of tourist attractions in order to increase or attract tourist visits.

From a spatial perspective, revitalization is the process of reviving a city area that has declined, including the socio-cultural and economic life in it, through physical and non-physical interventions to accommodate new needs and challenges. According to Ashby (1999), revitalization includes changes that are carried out in quantum leaps, namely big leaps that do not only include gradual changes but go directly to targets that are far different from the initial conditions.

Revitalization of tourist attractions in preparation for tourism activities are things that need improvement, both from physical intervention, economic rehabilitation, and social/institutional revitalization (Yuliana and Suryawan, 2016). The revitalization of tourist attractions in Tulungrejo Village was carried out after the Covid-19 pandemic. This is aimed at increasing tourist visits again after experiencing a decline due to Covid-19.

Tulungrejo village has a tourist attraction that is often visited by tourists and the level of tourist attraction is at a stage where it is feasible to be visited by tourists both within the city and outside the city. Therefore, Tulungrejo

Village needs the revitalization of tourist attractions due to the Covid-19 pandemic. During the pandemic the tourism industry experienced a decline until tourism activities did not run so that there was no playback between input (income) and output (expenditure) on tourist attractions. The purpose of this revitalization is to make improvements both physically, economically and socially in order to prepare for tourism activities again after the Covid-19 pandemic so that it can attract tourist visits to Tulungrejo Village.

According to the situation experienced by the Tulungrejo Tourism Village during the Covid-19 pandemic, the researchers chose the title "Revitalization of Attractions in Preparation for Post-Pandemic Tourism Activities in Tulungrejo Tourism Village, Bumiaji District, Batu City, East Java Province" to find out and understand the efforts - efforts to revitalize the Tulungrejo Tourism Village after Covid-19 in preparation for tourism activities after the Covid-19 pandemic. The revitalization of DTW in preparation for tourism activities will be analyzed so that it is identified and understood the scale for the development of the Tulungrejo tourist village in the future.

2. METHODOLOGY

In this study used descriptive qualitative data analysis techniques. The qualitative descriptive data analysis technique in this study uses qualitative descriptive data analysis from Miles and Huberman (Sugiyono, 2014). Qualitative descriptive data analysis was carried out during data collection and during a certain period after data collection was completed. Activities in data analysis are data reduction, data display and conclusions or verification. The steps of data analysis in this study are:

1. Data reduction

Data collection is the stage where research data still contains knowledge that is generally collected. In this study, data reduction was used with the aim of facilitating data collection in the field.

2. Data display

Data display is useful for seeing the overall picture of research results, both in the form of matrices or coding, from the results of data reduction and data display, then researchers can draw conclusions and verify data so that it becomes meaningful data.

3. Conclusion and Verification

To establish conclusions that are more reasonable and no longer in the form of trial and error conclusions, verification is carried out as long as the research takes place in line with checking, triangulation and audit trails, thus ensuring the significance or significance of the research results.

Qualitative methods were used to help researchers identify and understand the focus of the research, namely the existing condition of the Tulungrejo village DTW and the revitalization of Tulungrejo village DTW in preparation for tourism activities after the vacuum due to the covid-19 pandemic. Notes from observations (including photo documentation), information from informants as a result of interviews and literature studies that have been carried out before the research is carried out, during data collection and after the research is carried out (including secondary data), then processed based on analytical techniques qualitative data to produce qualitative data as it is (according to the circumstances when the research was conducted).

These qualitative data are findings in the field which are analyzed through interpretation based on a series of concepts understood by the researcher. This aims to facilitate understanding of the focus of research, answer research problems, obtain conclusions and recommendations or suggestions for managers of the Tulungrejo tourist village and other stakeholders.

3. RESULT

In this study, the location chosen was Tulungrejo Tourism Village, located in Batu City, East Java Province. To find out the general description of the Tulunrejo Tourism Village, this study describes the profile of the Tulungrejo Tourism Village and the attractiveness of the Tulungrejo Tourism Village.

3.1 Tulungrejo Village Profile

Tulungrejo Village is located in the north of Batu City with an area of 807.019 Ha (80.701 Km²) at an altitude of 1300m below sea level. The average temperature ranges from 18 °C to 24 °C, with 30mm of rainfall with an uncertain amount of rain in one year. The landscape of the Tulungrejo Village area is hilly, the color of the soil is black with a loose soil texture with generally very fertile conditions.

Geographically, the boundaries of the Tulungrejo Village are as follows:

North side : Sumberbrantas Village

East : Sumbergondo Desa Village

South side: Puntan Village

West side: Forest of Pujon District, Malang Regency

In terms of orbit or distance from the village to the Bumiaji District Government, it is ± 1.5 Km, while the distance from the village to the Batu City Government is about 6 Km. Means of vehicles as public transportation to the central government of Batu City is mikrolet. Tulungrejo village is divided into 5 hamlets including Gondang Hamlet, Kekep Hamlet, Gerdu Hamlet, Junggo Hamlet, Wonorejo Hamlet. Tulungrejo village has a population of 8800 people consisting of 4364 male residents and 4436 female residents, the number of family heads reaches 2374 families. (Tulungrejo Village Data, 2019)

The five existing Hamlets have various potentials, including:

1. Dusun Gondang has tourism potential for baths, hotels and Selecta restaurants. And there are also several hotels and villas in Gondang Hamlet such as Hotel Victory, Villa Handayani, Villa Lideri, Villa Adem Ayem.
2. Kekep Hamlet, which has a classic community superiority with the characteristics of showing the hospitality created so as to make Kekep Hamlet with a warm atmosphere. The potential of Kuda Lumping traditional art has raised Kekep Hamlet to be better known by the wider community and outside the region.
3. Hamlet Gerdu, a hamlet located in the north of Dusun Gondang has the potential to produce various chips made from fruit as well as packaged drinks for "Putra Fajar" apple juice and rhizome juice temu lawak.
4. Junggo Hamlet has extraordinary potential with the majority of local residents being fruit and vegetable farmers creating the impression of the beauty of agricultural land with various intercropping vegetable crops and apples where tourists can enjoy a tour of picking apples directly from the farmer's garden so that tourists can understand how the process works. agriculture in Tulungrejo Village. Junggo Hamlet is also no less interesting than other hamlets, the only Hamlet that has Reality tourism is Pura Luhur Giri Arjuno.
5. Dusun Wonorejo has Coban Talun tourism area with natural cool and fresh natural nuances so that it inspires the community to create a natural atmosphere that is packaged in such a way as to make it like Pagupon and Apache Camping.

Tulungrejo Tourism Village as one of the tourist attractions in Batu City certainly has a fairly complete component of tourism products. The components of tourism products that can be offered by Tulungrejo Tourism Village to tourists are as follows:

1. Attractions.

a. Selecta Baths Tour

Selecta is a recreational park founded by a Dutch citizen, Ruyter de Wildt, in 1930. Selecta is located in Tulungrejo Village which is surrounded by Mount Arjuno, Mount Welirang and Mount Anjasmoro. Selecta Recreation Park is located at an altitude of 1150 meters above sea level with air temperatures between 15-25 degrees Celsius.

Selecta Tourism has a variety of attractions that can be offered to tourists.

1. Swimming pool with clear water for both adults and children and equipped with water rides such as water slides, locat boards with various heights
2. Sky Bike can also be used to enjoy the view around the selecta from above.
3. A water bike is a kind of boat that is driven by pedaling like a bicycle. This ride can be used by a maximum of 2 people.
4. Ark Ayun / Ayun Boat is a vehicle that can test the guts of tourists who swing in a boat.
5. Cinema 4D can be enjoyed by tourists, by presenting visuals and motion that look real.
6. Family Coaster tourists are taken around a shady route and views of the flower gardens in Selecta.
7. Flying Fox can be enjoyed by tourists who want to test their guts and enjoy the natural atmosphere at Selecta.
8. Kiddie Ride is a piggyback ride for children which of course has been tested for safety.
9. Roving Horses provided by the manager for tourists who want to surround the selecta without walking.

b. Coban Talun

Coban Talun is a waterfall tour in Tulungrejo Village which has natural beauty and also has fresh air. Coban Talun is a nature-based tourist attraction with the beauty of forests and waterfalls that are still awake. The waterfall in Coban Talun has a fairly swift and large current, which becomes the headwaters of the Brantas river. Coban Talun is managed by Perhutani in collaboration with the surrounding community. Here tourists can do several activities including the following:

1. Camping

This camping activity is usually carried out by the youth community with their respective goals.

2. Off Road

Tourists on an adventure through the forest and rivers in the Coban Talun area by using a 4x4 car.

Some of the attractions that can be offered to tourists include:

1. Pagupon and Apache Camp

Pagupon and Apache Camp is a form of modern camp (inn) by combining the essence of nature and with adequate facilities. The inn has a replica of a dove cage and a replica of the Apache tribe from India.

2. Omah Oyot and the Upside Down House

The house is decorated like a knot of tree roots and a house with an upside-down concept from a house in general, which can be used as a photo spot by tourists.

3. Pick Strawberry

Picking Strawberry is an educational tour for tourists visiting Coban Talun.

4. Flower Garden and Swing

This attraction is intended for tourists who like the beauty of flowers, there are various types of flower collections that vary. The flower garden is usually used by tourists as a photo or video shooting spot. And also in this flower garden there is also a place for a thousand swings that can be used as a photo and video spot.

c. Apple Pick

Apple Picking Tour is an educational tour for tourists who travel to Tulungrejo Tourism Village. There are 9 providers and several apple picking fields scattered in Tulungrejo Village and can be chosen by tourists. The price of picking apples in Tulungrejo Village ranges from 10,000 to 20,000. Tourists can enjoy apples by picking directly from the tree and eating to their heart's content, but if they take them home, tourists have to pay for the apples according to the price per kilo.

d. Pura Luhur Giri Arjuno

Pura Luhur Giri Arjuno is a religious tourism attraction in Tulungrejo Tourism Village, especially for Hindus. Pura Luhur Giri Arjuno has a beautiful view because it is located on the slopes of Mount Arjuno. Tourists can travel to Pura Luhur Giri Arjuno while still respecting Hindu rules and customs. If you are lucky, tourists can witness Hindu religious ceremonies, such as the Galungan, Kuningan, Nyepi, and Saraswati ceremonies.

Accessibility

For transportation access to Tulungrejo Tourism Village, tourists can use land access using cars, motorbikes, and buses. The journey from Batu Town Square to Tulungrejo Tourism Village takes about 20 minutes. The access road to Tulungrejo Tourism Village is quite narrow so tourists must be careful in driving their vehicles. Access to the Tulungrejo Tourism Village is quite easy to find along the road because there are many road signs that will direct tourists here.

Access to information for potential tourists who will travel to Tulungrejo Tourism Village can be accessed via telephone or email. For specific information about each tourist attraction in the Tulungrejo Tourism Village, it can be accessed on the social media of each tourist attraction. If you have difficulty finding the location of the Tulungrejo Tourism Village, tourists can easily find it on google maps.

3. Amenity

The provision of amenities is very important in supporting tourism activities, such as lodging, restaurants, transportation and travel agents. The infrastructure that is needed for the construction of tourism facilities is roads, water supplies, electricity, garbage disposal sites, and so on.

Tulungrejo Tourism Village provides a very adequate parking space for tourists scattered in every tourist attraction and rest area. In addition, lodging such as villas and hotels are also available, there are villas and hotels in the Tulungrejo Tourism Village such as the Victory Hotel, Selecta Hotel, Sans Queen Hotel, and so on. Tourists can also enjoy food and drinks at restaurants and restaurants in Tulungrejo Tourism Village. The means of public transportation (microbuses) can be used by tourists to get around the Tulungrejo Tourism Village while enjoying the cool natural scenery.

Tourism facilities such as clean water are also available, the supply of clean water from the Tulungrejo Tourism Village comes from direct water sources that are still clean and natural. In terms of cleanliness, Tulungrejo Tourism Village has independent waste management by the community and the government. The provision of trash cans is also adequate along the road and each existing tourist attraction. In addition, during the Covid-19 pandemic, the implementation and certification of CHSE was carried out by all tourist attractions in the Tulungrejo Tourism Village. If there are tourists who have an accident or get sick while traveling in Tulungrejo Tourism Village, there is 1 Punten Hospital Clinic that can treat these tourists.

4. Ancillary

Tourism activities in the Tulungrejo Tourism Village are managed by BUMDES in collaboration with the community and managers of their respective tourist attractions. However, there are several tourist attractions that are managed and managed independently. In management, almost all tourist attractions in Tulungrejo Village do not have outside investors. So that investors in the development of tourism in Tulungrejo Village are the local community.

While many tourist attractions that are often visited by tourists and have become icons of Tulungrejo Village are attractions that have independent management or are managed by the people of Tulungrejo Village without being under the auspices of BUMDES. Therefore, the revitalization of tourist attractions is carried out specifically for each tourist attraction in Tulungrejo Village.

3.2 Conditions of Tourist Attractions in Tulungrejo Village during the Covid-19 Pandemic

The pandemic has had a very significant impact on tourism activities in the Tulungrejo Tourism Village. During the Covid-19 pandemic, Tulungrejo Tourism Village closed from March 2020 to July 2020. However, after the government loosened the PPKM in September 2021, Tulungrejo Tourism Village began to open tourist visits with the implementation of CHSE. The condition of tourist attractions in the Tulungrejo Tourism Village during the Covid-19 pandemic can be known through physical, economic, and social conditions.

In accordance with the data from the Tourism Office and BUMDES, Tulungrejo Village has 4 tourist attractions that can be visited by tourists including Coban Talun, Selecta Bathing Tour, Apple Picking and Luhur Giri Arjuno Temple. However, one tourist attraction, namely Pura Luhur Giri Arjuno, is still a debate between the community and BUMDES. From the BUMDES point of view, Pura Luhur Giri Arjuno has become one of the tourist attractions that can be visited by tourists. Meanwhile, from the community's point of view, Pura Luhur Giri Arjuno has not become a tourist spot. Only used specifically for people who will perform worship.

So far, according to conditions in the field, Pura Luhur Giri Arjuno is only used for people who will perform worship. However, there are some Hindus who come from outside Batu City, such as the Balinese who worship at the Luhur Giri Arjuno Temple. So that the place will be opened when there are people who will do worship and if no one is doing worship, Pura Giri Arjuno will be closed again. And the manager will prepare the materials that will be used for worship.

The physical condition can be seen from the condition of the facilities and infrastructure, as well as the physical condition of the building in a tourist attraction. During the Covid-19 pandemic, tourists who travel to the Tulungrejo Tourism Village are required to apply the health protocol or CHSE. This condition makes tourist attractions also prepare facilities and infrastructure in accordance with the conditions of the Covid-19 pandemic. The conditions for tourist attractions in the Tulungrejo Tourism Village during the Covid-19 pandemic are as follows.

1. Selecta Baths Tour

Selecta bath tourism facilities and infrastructure during the pandemic are adjusted to the implementation of CHSE. Selecta Bathing Tour received CHSE certification in 2020. In its implementation, Selecta Bathing Tour provides 42 hand washing facilities and is spread in the Selecta recreational park area. In addition, hand sanitizer is also available in 42 places.

Spacing of tourists' seats is done, this is so that tourists do not congregate in one place. Selecta management put flower pots on seats that are limited to tourists. This is done so that it is more unique than using a cross that can damage the comfort of tourists.

Spraying of disinfectants is also carried out routinely by the management of Selecta Baths Tourism. Operationally, disinfectant spraying is carried out by officers, the purpose of this spraying is to sterilize objects contaminated by viruses and bacteria in order to provide security and comfort for tourists. The spraying of this disinfectant was carried out throughout the Selecta area, both baths and hotels.

The use of the Peduli Protect application is mandatory for tourists who travel to Selecta. This is related to the Decree of the Minister of Communications and Information Technology Number 171 of 2020 concerning Determination of Protected Care Applications in the Context of Implementing Health Surveillance for Handling Corona Virus Disease 2019 (Kominfo.go.id). During the Covid-19 pandemic, selecta management provides a barcode scanning facility for care and protection applications. So that only tourists who have been vaccinated and according to regulations can enter. Meanwhile, several attractions in the Selecta Bathing Tour were also damaged, such as the flower garden in the Selecta area

2. Coban Talun

During the Covid-19 pandemic, many tourist attractions were damaged. This damage is caused by the infrequent use of these tourist attractions. However, the community that owns the ecotourism still repairs every 2 weeks or so. This is as stated by Samsul as the Head of Coban Talun Tourism Management.

As a natural tourism, there are several tourist areas that are damaged if left unchecked. Nature tourism has fertile soil so that if left unchecked it will result in long body grass. Therefore, people who have these tourist areas usually carry out maintenance in order to stay awake approximately once every 2 weeks than is usually done every day.

Meanwhile, health protocol facilities at Coban Talun Tourism are already available. Coban Talun has been certified as a health protocol from the Batu City Tourism Office. The facilities available include QR barcodes for protecting,

sinks, hand sanitizers, etc. Coban Talun Tourism also received assistance from the Batu City Tourism Office in the form of a portable toilet.

There are several rides closed at Coban Talun. Even though the tourist area is closed, the manager still cleans and tidy up the place every 2 weeks. It aims to preserve the nature in it and the cleanliness of the tourist areas.

For now, Coban Talun Tourism has been reopened. However, there are still some tourist attractions that are still closed, such as strawberry picking, flower gardens and swings. This is due to the unstable level of tourist visits.

3. Pick Apples

Apple picking tourism has an entry flow when tourists arrive by implementing applicable health protocols and tourist restrictions on existing plantations. During this pandemic, many apple plantations in Tulungrejo Village were damaged. This is as conveyed by Sophia as an apple picking tourism actor.

The apple picking area in Tulungrejo Tourism Village has suffered a lot of damage due to the declining level of tourist arrivals resulting in unbalanced income and expenditure costs. This price fluctuation is a strong reason to temporarily leave the apple orchard while hoping that tourism conditions will recover soon. Low prices have become a classic problem for farmers in general in this area, but the existence of the tourism sector is enough to help stabilize prices indirectly. There is an opportunity for farmers because of the routine of tourist visits, there is income to cover the price fluctuation (especially before the pandemic).

On the other hand, natural factors also affect the condition of apple plantations, such as weather conditions and soil conditions. During the pandemic yesterday, bad weather conditions such as rainstorms also affected the fertility level of apple plantations so that apple production declined. Mini-style conditions are exacerbated by the pandemic and make farmers and tourism actors have to think about ways to make other alternative roads. This method is used so that farmers and tourism actors can survive in difficult times (pandemic).

This tour is not only done during the apple season, but every time there is a demand for tourists to come because there are no seasons for apples. However, lately the condition of apple plantations has decreased due to no soil rejuvenation.

The declining condition of apple plantations is also caused by soil factors. It should be the land that needs to be replanted but the farmers are not doing it. Farmers also do not have the cost to do land rejuvenation. Meanwhile, if you don't do soil rejuvenation, you can at least do good care and treatment in apple plantations. The apple picking tour was closed for several months during the Covid-19 pandemic. So the manager fixes it at a modest cost.

For a long time, the cost of rejuvenating and maintaining an apple orchard has been a problem. But due to the pandemic, this problem is becoming increasingly felt for farmers. In the future, the same thing deserves the attention of tourism village managers, local governments and farmers themselves to anticipate it. Cost and capital issues may be offset by innovative postharvest technology and handling. So that this problem does not recur and seems to be routine and neglected when conditions recover. But it becomes a big problem again when something like a pandemic occurs.

Economic conditions of tourist attractions in Tulungrejo village can be seen based on economic activity, allocation of funds, investment. With the decline in the economy during this pandemic, it caused a decrease in tourist visits to tourist attractions in Tulungrejo Village. The economic conditions of tourist attractions in Tulungrejo Tourism Village are as follows:

1. Selecta Baths Tour

Selecta Bathing Tour is one of the tours that has become an icon of Batu City, especially Tulungrejo Village for a long time. Selecta Baths Tourism is privately owned, but the local people are the investors in Selecta Baths Tourism. From April to June 2020 the government issued Government Regulation Number 21 of 2020 concerning Large-Scale Social Restrictions in the Context of Accelerating Handling of Corona Virus Disease 2019 (mediakom.kemkes.go.id). So that the Selecta Baths Tour is completely closed. This condition also affects the interest of tourists visiting as seen in 2020 to 2021 the number of visits in the selecta has decreased as shown in the following table.

investment in Selecta Bathing Tourism is temporarily suspended because it aims to save expenses during the pandemic. However, the investment for some of the things needed is still being carried out. Efficiency is the key to managing in unforeseen conditions such as a pandemic. The hope is that with these conditions, the business will continue to run but also try to pay attention to the comfort and safety of tourists.

On the other hand, the Selecta management team has a basic food sharing program for employees and the local community. This activity was carried out with the aim of helping reduce the burden of the impact of the Covid-19 outbreak on changes in work activities and a decrease in people's economic income.

This shows that there has been a harmonious relationship between managers, employees and the local community. Thus, the management of this relationship is maintained because they understand that there is hope in the future under conditions that are conducive (the pandemic has passed), and the tourist attractions owned by the manager are

still very prospective in the future (having repeater guests and a permanent market for tourists). Otherwise, it's likely that things like efficiency and the provision of basic necessities will not be carried out.

2. Coban Talun

The tourist attractions in Coban Talun are private property of the community. Some of the tourist areas in Coban Talun are pagupon, omah oyot, etc. Coban Talun does not allow investments other than the public.

The management of Coban Talun does not allow the private sector from outside to invest. This is so that there is no inequality of capital and resources from the private sector to the community. It is hoped that the community will be able to manage and enjoy the results of tourism in Coban Talun. However, the natural resources in Coban Talun belong to Perhutani, Malang Regency, which cooperates with the local community in managing forest resources. As for the ecotourism in Coban Talun, it is an investment from the local community and the income from Coban Talun uses a profit-sharing system. So, the income will be shared with the community (local investors), Perhutani and managers in accordance with the agreed agreement.

Coban Talun managers cut employee salaries during the Covid-19 pandemic. This deduction is 50% of salary before Covid-19. The working hours of employees are also reduced to balance the workload with the salary received.

Revenue from Coban Talun during the Covid-19 pandemic decreased. In accordance with government policies related to COVID-19, especially in the tourism sector, namely closing tourism activities in all regions. Therefore, from March 2020 to August 2020 and July 2021 to November 2021 Coban Talun is completely closed. This is to reduce the rate of transmission of the Covid-19 virus. For the rest, Coban Talun is open, but with limited visitors in accordance with government policies. In 2022 Coban Talun started to reopen normally. This caused the economy of both the community and the management of Coban Talun to decline.

3. Apple Pick

At the beginning of the pandemic, the government implemented the PSBB for apple picking tours to temporarily close for a period of approximately 6 months. In addition, it also implements opening and closing of tourism in accordance with what is recommended by the government in 2021. This of course affects the income of both plantation owners and apple picking tourism actors.

many tourist schedules have been canceled because of the PPKM, so this causes absolutely no income from apple picking tours for both the community and apple picking tourism actors.

Owners use oranges as a form of transition for business opportunities to survive during the pandemic. In addition, the assistance provided by the government through the village was also not obtained because the gardens owned were owned by individuals/independently, not on village land. The form of assistance is in the form of portable toilets and gazebos from the municipal government, and even then, only a few other apple picking providers have received assistance.

During the pandemic there are no tourism activities which result in no income. On the other hand, assistance from the government is not evenly distributed. So that tourism actors make alternatives how to survive in the midst of difficult conditions. The alternative is just looking for new business opportunities as new income as long as tourism activities are still dead.

The social conditions of tourist attractions during the Covid-19 pandemic in Tulungrejo Village can be seen based on the community environment and the work system of both investors and tourism managers. The community environment of Tulungrejo Village relies more on tourism activities. The social conditions of tourist attractions in Tulungrejo Tourism Village are as follows.

1. Selecta Baths Tour

The Selecta Baths Tourism Management has restricted the work of its employees during the Covid-19 pandemic. This limitation is by reducing the working day to 15 days per month. This is related to the implementation of 50% salary and budget allocation savings from management. However, there are no employees who have been laid off because 80 percent of the employees at Selecta Baths are residents of Tulungrejo Village.

, management does not enforce termination of employment (PHK). This is because Selecta prioritizes the people of Tulungrejo Village both as managers and investors. So that it helps and helps the surrounding community to survive during the Covid-19 pandemic.

During the pandemic the Selecta Baths Tourism management team through the Social Service Program distributed more than 200 food packages to employees, both season employees and casual employees, as well as local residents affected by the pandemic. This is a manifestation of Selecta's management's concern for the residents in Tulungrejo Village.

In addition, in line with the implementation of CHSE, Selecta Baths Tourism also limits visits from child tourists, namely under the age of 12 years and the elderly over 50 years of age. This is an effort to avoid the risk to people who are vulnerable to contracting Covid-19. According to the Indonesian Ministry of Health, there is no age limit for people to be infected with this coronavirus (COVID-19). However, older people, and those with pre-existing

medical conditions (such as asthma, diabetes, heart disease, or high blood pressure) appear to be more prone to developing severe illness (Kemkes.go.id).

During the Covid-19 pandemic, the Selecta Baths Tourism management did not accept the recruitment of employees or students who wanted to do internships. This is to keep the operating budget under control. However, all selecta employees are still logged in during the pandemic. It's just that there is a reduction in working hours, from 30 working days a month to 15 days a month.

2. Coban Talun

The work system at Coban Talun during the Covid-19 pandemic was not necessarily in a month. This is related to the ability of management to pay employee salaries during the pandemic. Employees who work full-time are rude employees who take care of the cleanliness and security of Coban Talun.

Coban Talun experienced a decrease in revenue, therefore to increase revenue from Coban Talun, employees changed professions to become farmers.

Many employees have turned into farmers. This is because since before the existence of Coban Talun Tourism, the majority of Coban Talun employees have become farmers to meet their daily needs.

During the pandemic, Coban Talun laid off several of its employees. This is to save expenses for operations. In addition, several employees chose to resign from Coban Talun because they got better jobs, especially in terms of higher salaries.

3. Pick Apples

At the time of this pandemic for apple picking tours there was no reduction in employees because the work system in apple picking tours used a freelance system. So if there are tourists who want to do a new apple picking tour, they will be served according to the order.

For apple tourism itself, in collaboration with public transportation and transportation drivers in Batu City, which are used to transport tourists from the apple picking rest area to the apple plantation location using a shuttle. So during this pandemic, due to the absence of tourists, this collaboration was temporarily suspended. Meanwhile, cooperation with apple orchard owners was also temporarily suspended.

4. CONCLUSIONS

Based on the results and discussion above, the authors provide conclusions as answers to answer the problem formulation consisting of:

1. The condition of the tourist attraction in Tulungrejo Village which is the focus of this research is the physical condition of the tourist attraction, the economic condition of the tourist attraction, and the social condition of the tourist attraction. As a result of the Covid-19 pandemic, all tourist attractions in Tulungrejo Village have decreased which can affect both the physical, economic and social conditions of tourist attractions. This happens because the level of tourist visits has decreased drastically, resulting in an imbalance between income and expenditure. The physical condition of tourist attractions related to tourist attractions has suffered a lot of damage. This is because there is no maintenance fee. Maintenance costs are obtained from the income of tourist visits. Meanwhile, during the pandemic, tourist visits decreased in all tourist attractions in Tulungrejo Village. The economic condition of tourist attractions during the pandemic has certainly decreased. Due to the policy regarding the closure of tourism during the pandemic so that there is no tourism activity. This causes no income for both the tourist attraction and the local community.

Social conditions in this study relate to the relationship between managers, village government, and the community. During the pandemic, due to the decline in tourist attractions, many tourist attractions in Tulungrejo Village postponed cooperation between the community and investors. The delay will last for an undetermined amount of time until tourism recovers.

2. Revitalization of tourist attractions in Tulungrejo Village uses the concept of revitalization from Kevin Lynch (1975) which consists of several stages, namely Physical Intervention, Economic Rehabilitation, and Social Revitalization. Physical intervention revitalization relates to improvements related to physical tourist attractions such as damaged attractions and facilities, adding new attractions in order to attract tourists back. Economic Rehabilitation is related to tourism attraction managers seeking income from other fields, both from work and other professions. Managers make plans regarding the creation of new tourist attractions that can get higher profits. Meanwhile, Social Revitalization leads to rebuilding good cooperation with investors, the community and the government. The main key to revitalization in Tulungrejo Village is nature such as cool air, fertile soil, and the beautiful scenery of Tulungrejo Village which is a characteristic so that physical, economic and social revitalization will be difficult to escape from this.

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