

# Sport Tourism Development During the Covid-19 Pandemic at Uluwatu Collective, Badung Regency

Meilyn Graciela<sup>1</sup>, I Gusti Oka Mahagangga<sup>2</sup>, Ida Ayu Suryasih<sup>3</sup>

<sup>1</sup> Faculty of Tourism, Udayana University, Indonesia

<sup>2</sup> Faculty of Tourism, Udayana University, Indonesia

<sup>3</sup> Faculty of Tourism, Udayana University, Indonesia

## ABSTRACT

*The development of sport tourism at Uluwatu Collective during the pandemic is a very well-planned decision and can be categorized as an extreme choice. Built with the concept of community so that UC can survive in the difficult economy during a pandemic. Until now, UC has succeeded in introducing sport tourism on the basis of crossfit sports activities. The purpose of this research is to see the development of UC based on the existing potentials. After classifying the existing potential then it can be implemented in the actual development process at UC.*

*The research method is descriptive with a qualitative approach. There are 4 informants, including: 2 owners from UC, marketing staff and healthy food suppliers at UC. Data collection techniques through observation, interviews and documentation. Data analysis techniques through preliminary studies, data reduction, data display and conclusions.*

*The results showed that there were 4 physical potentials and 5 non-physical potentials that became the basis for UC development. Physical potential includes: landscapes and topography, sports facilities and infrastructure, culinary and merchandise. Meanwhile, non-physical potential includes community, institutional and management, events and security and comfort. The development of UC is based on this potential which is divided into physical development which includes buildings, accessibility, provision of sports equipment, provision of utilities, and health facilities. Non-physical development includes community formation, marketing development, hospitality development and business concepts. In the development process, there is potential that has not been developed significantly, namely culinary and merchandise.*

**Keyword:** Sport Tourism, Development, Covid-19

## 1. INTRODUCTION

The COVID-19 pandemic that has occurred around the world has lasted for more than 2 years, the COVID-19 pandemic has also affected many aspects of human life. After the COVID-19 pandemic, humans are more protective of themselves from viruses and diseases. People started to use masks, take vitamins, and do light exercise in between their time. Not a few of them are willing to give extra budget for health needs.

A study stated that during the Covid-19 pandemic, the general public experienced a decrease in the frequency of physical activity, especially sports activities during quarantine at home (Schnitzer et al., 2020). In addition, research conducted by Panda (2020) states that the impact caused by the Covid-19 pandemic is an increase in body mass index in office workers caused by a lack of frequency in carrying out sports activities.

Exercise actually has many positive effects. This sport is often called physical activity to improve health and fitness. The positive benefits of exercise are increasing personal and psychosocial development, sleeping better, and even

reducing dependence on alcohol (Lopez et al., 2016). Some studies state that exercise can reduce dementia (senility). The effects of exercise can also be negative if done excessively, such as burnout, injury, or injury due to a fall or lack of care (Malm et al., 2019).

However, due to various kinds of limitations that exist during the pandemic, such as the implementation of social distancing PSBB and PPKM, there are not many types of sports activities that can be done by the community. Restrictions on community activities include closing schools and offices, restrictions on activities in crowded places or public facilities and other special restrictions related to security aspects. The effectiveness of the implementation of PSBB and PPKM in practice in the field will only be successful if every member of the community is willing to carry out the restrictions previously mentioned. Thus the implementation of PSBB and PPKM is able to change individual productivity through institutional changes and structural transformations that occur in the midst of society during the implementation of PSBB (Awalia & Nurwati, 2020).

In carrying out tourism activities, there are many tourist destinations that have not been able to operate normally since 2020, so that recreational activities are rarely carried out by the community. Many recreational sports trends have emerged, ranging from cycling, jogging around the house, to sports activities in the gym. Although it has not been fully opened, activities in the gym have been allowed while maintaining health protocols and there are already many tourist sites and public facilities that offer security while in these locations or facilities.

But it looks different from the tourist attraction of Uluwatu Collective (UC) in Badung Regency. Uluwatu Collective is one of the sports centers who are brave enough to make decisions during this pandemic, when almost the entire tourism sector from hotels to other tourist destinations is paralyzed, the UC founders actually started this business in mid-2020 where at that time Covid-19 cases are at their peak. UC was built in July 2020, with an open space concept and applying very high hygiene protocols. Built on the 2nd floor of the Pepito Express on Jalan Raya Uluwatu, UC is located in a very strategic and easily accessible place. The construction of UC is quite fast, it only takes 2 months to complete the infrastructure and its interior. It also has a Café and Lounge so that Uluwatu Collective can feel more homely for visitors.

UC has 3 founders who work together to create a quality sports community. Two of them are brothers from South Korea Chang Hoon Jung and Julia Chung, and the third is Indonesian citizen of Brazilian blood Eduardo Da Costa. The three founders previously were sports activists who later decided to build their own businesses.

The concept of UC is a place to accommodate quality athletes. UC could almost be classified as a gym, but with a broader concept, because it's not just a place but a community. Creating a space for sports fans, especially crossfit, to meet and share activities together, a space to develop and learn collectively.

Currently UC already has more than 100 active members and many sports tourism activities are also influenced by tourist visits. More than 70% of UC members are expatriates and the rest are local people. In addition to group sports activities, UC also has outdoor recreational sports activities, namely the UC Fit Trip.

This activity is a Crossfit sports activity which is carried out in various places such as Nusa Lembongan and Ubud. In addition to UC Fit Trip, there is 1 workout activity that is quite well known, namely The Barong Games, workout for charity, namely sports activities carried out to raise funds and donate to those in need. Usually this activity is carried out at the end of the year before Christmas and the funds collected are donated to orphanages.

It is interesting to observe and understand how in a pandemic condition the construction of a new tourist attraction is carried out and what considerations are the basis for the management of Sport Tourism at Uluwatu Collective, as well as the target market or enthusiasts of tourism products at Uluwatu Collective. These things are the basis for conducting a research entitled "Sport Tourism Development at Uluwatu Collective During the Pandemic Period.

## 2. LITERATURE STUDY

Researchers need to review the results of previous research in this study as a consideration for research to be carried out. It is important to review previous research studies in order to find out the differences and similarities of the research so that there is no double research and it is useful for researchers to take the position of the research to be carried out.

In this study, there are five previous studies that will be compared with this research

a. Research conducted by Tri Wahyuni Sukes, Sulistyawati, Surahma Asti Mulasari, Fatwa Tentama (2018) with the title "Outbound Tourism on Mount Gentong Gedangsari Gunung Kidul". The purpose of this research is training for managers, especially outbound game training based on children's play on Mount Gentong. The method used is the approach method with community empowerment, training, mentoring, and providing infrastructure for the game of giant snakes and ladders complete with dice, plastic balls, long drums, 4 pieces of burlap for sack races, 4 buckets, 4 pieces of used tires. for the long hallway game and also 4 stilts as a stimulation for the management of cultural and natural tourism in Manggung Ngalang Gedangsari Hamlet. The results of the research on Outbound

Tourism on Mount Gentong, Gedangsari, Gunung Kidul, showed that the donated equipment was also used by participants to promote outbound tourism on Mount Gentong.

b. Research conducted by Yusuf Mauluddin, Aziman Fathurahman (2016) with the title "Analysis of Business Models in Outbound Business Development at Villa Buleud". The purpose of this study is to identify, evaluate, and create alternatives for companies to make decisions based on the Business Model Canvas (BMC) on outbound business development at Villa Buleud. The method used is qualitative, namely by observation, interviews, and documentation. The results of the interviews are identified into the Business model canvas. The analysis was carried out from the results of the interviews obtained parts that should be considered. The results of business model analysis research on outbound business development at Villa Buleud show that in the channel it is better to do word of mouth through teachers / parents of students. Customers add social media that are widely used today, namely: BBM, line, path, instagram. In the relationship add entertainment / performances to attract more attention, especially for participants. In key activities add officers / people who can provide entertainment such as magic and clowns. In the key resource add officers / people who can provide entertainment such as magic and clowns. In key partners work with the Tourism Office and nature activists. In the revenue stream add a billboard to increase the profits that will be obtained by Villa Buleud

c. Research conducted by Dwi Purnawan, Soegiyanto & Soekardi (2017) with the title "Paddle Festival Based on Sports Tourism for Community Welfare". The purpose of this study was to analyze the effect of the ngiroboyo rowing festival on tourism development and the ability to boost tourism development and influence the economic welfare of the residents of Sambu Hamlet, Sendang Village, Donorojo District, Pacitan Regency. This research method is descriptive research with survey methods with questionnaires and interviews. The main data collection technique is by means of in-depth interviews with interview guidelines and direct observation. Sources of data in this study were informants and 30 respondents. Data analysis of this research was carried out during data collection and after data collection was completed. The results show that the Ngirboyo Rowing Festival has an impact and influence on tourism development, becomes a medium for promoting sports tourism, has an influence on the economic welfare of the community, creates employment opportunities, increases PAD, opens opportunities for investors and is strategic to be developed.

d. Research conducted by Muhammad Irfan Dzikirazak, Taufik and Agus Herlambang in the Transborder Journal Vol. 1 No. 2 (July 2018) entitled "The Impact of Tour de Linggarjati International Sports Tourism Activities on Kuningan Regency Tourism". The purpose of this study was to analyze the impact of Tour de Linggarjati activities in order to introduce and promote the district's tourism potential to the international world, as well as to provide an impact in the form of increasing foreign tourist visits to Kuningan district. Data collection techniques using triangulation techniques, namely observation, documents and interviews. Researchers made observations to the agencies that organized the Tour de Linggarjati activities, namely the Kuningan Regency Regional Government and the Kuningan Regency Youth, Tourism and Sports Office to obtain information and data on Tour de Linggarjati activities. The research method is descriptive analytical where the author describes or describes the problems that exist in this study correctly and as they are according to the facts obtained in the field, such as how the Tour de Linggarjati activity takes place, the promotional strategies used, and the impact it has on tourism. Kuningan district. The results of this study indicate the significance of visitors only when the activity takes place. In fact, more than that, the sustainability of tourism must be maintained. This is due to the economy of the people who want to focus on selling services.

e. Research conducted by I Ketut Sudiana with the title "IMPACT OF SPORTS TOURISM FOR THE COMMUNITY". The purpose of this study was to analyze the potential of sport tourism as an attraction and means of promotion of the local area. The method used is using secondary data. The results of this study indicate that sport tourism is a good promotional tool for tourism development in an area. People who come to watch an event or championship can travel at the same time while people who watch the championship through television will be interested in visiting the area. Likewise, it will have a positive impact on the region and the community as well as small and medium-sized businesses in the implementation area.

f. Research conducted by Hartfiany Praisra1, Cipta Endyana, Alexander Muhammad Akbar Khan, Asep Mulyana entitled "The Potential of Ciherang River Water Sports Tourism, Kayak". This study used qualitative research methods. Qualitative research, trying to find, find, explore, and analyze to get the truth. The result of this research is that water sports tourism has its own advantages compared to other tourist destinations or attractions. In the development of Kayak X there are advantages such as enjoying holidays in new ways and even feeling the adrenaline rush offered by the manager

### 3. METHODOLOGY

According to Sugiyono (2012: 89) data analysis is the process of systematically searching and compiling data, data obtained from interviews, field notes and documentation, by organizing data into categories, breaking down into units, synthesizing, compiling into patterns, choosing which ones are important and which will be studied, and making conclusions so that they are easily understood by themselves and others. In this study, data analysis was carried out qualitatively and then explained using qualitative descriptive techniques. Meanwhile, Miles and Huberman (Sugiyono, 2007) suggested that there are 4 steps in data analysis, namely:

1) Data Collection

Data collection is the stage where researchers collect data from observations, interviews and literature studies. Where the research data still contains general knowledge.

2) Data Reduction

Reducing data means making summaries or details that contain the main things that are important, and in accordance with the themes and patterns being sought. Data reduction is used to sort out all the findings in the field according to the research problem, so that the research results can answer the problems raised in this study.

3) Data Display

After the data is reduced, what needs to be done next is to present the data. Miles and Huberman (1984) introduced two kinds of formats, namely context diagrams and matrices. In this study, the data that has been reduced is known to be presented in certain chapters and sub-chapters. The presentation of the data is narrative but not only descriptive but accompanied by analysis from research.

4) Conclusion and Data Verification (Conclusion Drawing/Verification)

The data obtained is then categorized, looking for themes and patterns and then drawing conclusions. The conclusions obtained may be able to answer the formulation of the problem that has been formulated from the start, but also may not, can be in accordance with the initial conclusions put forward, it can also change because the problem is basically temporary and will develop after the researcher starts doing research. Conclusions are used on research results that have been adapted to the themes and patterns of problems in this study and have been analyzed with the concepts or theories used.

## 4. CONCLUSIONS

### 4.1 Uluwatu Collective Overview

Uluwatu Collective can be classified as a gym or more commonly called a sports center located in Uluwatu. UC is a place where members and guests will feel part of a strong and supportive community filled with positive vibes and great energy. Train with like-minded people who love to work out in a fun environment and help each member and visitor to be fitter and stronger and inspire them to take on new challenges.

Backed by a team of enthusiastic and experienced coaches who will not only help on your fitness journey, but will ensure that in the process combine fun and excitement expertly guided by professional coaches and with the scaling options offered to suit all fitness levels.

UC's vision is to build a place that will connect people with the same feeling of joy that is felt when visiting Bali, where the stress and negativity of everyday life will disappear upon stepping into this community.

Uluwatu Collective is a fitness training center that focuses on functional training such as: CrossFit, High Intensity Circuit Training (HIIT), Metabolic Conditioning (METCON), Olympic Weightlifting, Yoga and many more. UC was built by two fitness enthusiasts, Mr Eduardo Costa & Mr Charlie Jung and Julia Chung as a fundraiser.

Eduardo Costa, with over a decade of experience in the fitness industry, holds a Sports Science degree, is a certified Les Mills instructor and is NASM CES certified. Edu worked in various positions at many commercial gym chains such as Gold's Gym, Celebrity Fitness and California Fitness & Yoga Center just to name a few before joining the Uluwatu Collective.

Charlie Jung & Julia Chung, two brothers who both worked for a large Korean manufacturing company in Vietnam for many years, are also fitness enthusiasts. Eduardo first met Julia at the local Crossfit gym in Ho Chi Minh City, called Saigon Sports Club, eventually being introduced to Charlie. The thought arose to do something more in life and with their love for CrossFit, it was only a matter of time until Uluwatu Collective went from an idea to a reality. The vision in building UC is to build a space that is more than just a gym, unlike most other commercial gyms where it's just a place to exercise and then go home and so on; UC wants to build a space for all fitness enthusiasts and fitness enthusiasts alike to come together and be part of the community. According to Cherie, Edu and Julia, a community-based business is the most likely thing to build during this pandemic because it allows members to connect with each other and have a family bond. UC also prioritizes hospitality and connection to its staff and members.

Given that there is an empty space in Uluwatu, that's where the three people decided to set up a UC site. Operations of the building commenced on March 17, 2019 and essential basic layouts such as plumbing, certain fitness equipment and other furnishings were completed around the first week of June 2020; on June 15th, the gym launched a soft opening. One of the main selling points as a business is being able to thrive, even though it opened at the height of the pandemic and had to take steps to ensure their business ran well and had to comply with COVID-19 health protocols.

Currently UC has opened fitness classes by paying starting from IDR 420,000 per week to IDR 8,000,000 as an annual member and IDR 150,000 for one visit. The operating hours of the gym itself are from 07.00 WITA to 19.00 WITA.

The 10-Class Pass is valid for two months, and this package is usually offered by sports fans who live far from Uluwatu, and come for an occasional or weekly visit. Daily pass is access to UC for one full day, if in a day there are two classes, visitors can join both or do sports themselves using the existing facilities. 1 class pass is only valid for taking 1 class, usually offered to tourists who are on vacation and want to try one class or visitors who only like certain classes.

The time of each class is determined based on the needs of the atmosphere, for example, for fitness classes such as Yoga, it is done in the morning or evening at hours that tend to be quieter than afternoon classes. Initially, the morning class was at nine in the morning, but due to the increasing number of members and visitors, which reached more than 30 people per class, the morning class was also added at 8, so the number of people participating was more controlled.

Classes for children are also held in the afternoon at school hours, the aim is to use up the children's energy so that when they go home the children can rest. Parents of children can also "entrust" their children to attend classes so they have more time to do personal activities.

The activities or fitness classes available at UC include the following:

#### 1. CrossFit

An overall strength, conditioning, and fitness program consists primarily of a mix of aerobic exercise, gymnastics (bodyweight training), and Olympic weightlifting. Crossfit is an ideal class for those looking to train strength & conditioning, not only for sports but also focused on increasing the human capacity to perform daily movements in a full range of motion with benefits in longevity, performance and improvement in movement and functional activity daily.

#### 2. METCON

Metabolic Conditioning. Functional fitness classes that focus more on cardio-based exercises use more bodyweight movement than weights. It is an ideal class for those looking to improve their cardio.

#### 3. HIIT Circuit (High-Intensity Interval Training)

A 45-minute cardio-based functional training class where you are expected to push close to your max effort at each station and each round. Use different training modalities to challenge your endurance with high volume sets and improve your overall fitness. This class is quite complex and comprehensive, combining bodyweight movement, cardio-based exercises/machines, and light weightlifting. For those looking to get into CrossFit, this would be an ideal beginner class to get used to and better condition before joining CrossFit.

#### 4. Barbell Club (Olympic Weightlifting)

Specialized classes that teach methods & techniques of various Olympic weightlifting moves, to improve your form and strengthen your ability to lift safely and better. Classes combine bodyweight moves, cardio-based exercises/machines, and light weightlifting. For those looking to get into CrossFit, this would be an ideal beginner class to get used to and better condition before joining CrossFit.

#### 5. Yoga

Spiritual and ascetic disciplines, some of which include breath control, simple meditation, and the application of certain postures, are widely practiced for health and relaxation. Highly recommended for those who want to manage stress, improve mood and train their flexibility. This is a great class for those who want to start the day, relax after an intense workout or class to end the day right, leaving in a better state of mind.

#### 6. Booty-Fit

55 minute class to strengthen the lower abdomen (lower body). Aims to improve athletic performance. Booty Fit is one of the more popular classes besides CrossFit and is mostly attended by women. The selling point is the ability to get stronger and aesthetically pleasing glutes. Ideal for women who want to work their legs and glutes.

#### 7. 30/30 Cardio-Core

A 60 minute class that focuses on two things, 30 minutes of cardio & 30 minutes of core training. A fairly simple class that will work on cardio and movement based exercises that will work the muscles of the lower system of

motion. Often people just want to lose weight and/or build abs, so this is definitely a class for those looking to work on both.

#### 8. BoxFit

A cardio based class that uses the basics of boxing/muay thai and an exercise system. This is a class that offers an alternative to training one's cardio. Not everyone likes to do 30 minutes of regular movement, sometimes other exercises such as regular sports like Basketball or Soccer, allow a person to work their cardio without realizing it. Boxing/Muay Thai requires a lot of cardio and the training is quite fun and dynamic, it will create more excitement because it is an activity where people can not only have fun but also learn something new, even if it is a cardio based class, the coach still emphasizes discipline and the basics of boxing/muay thai.

#### 9. SCULPT

It is a functional bodybuilding class that trains various movements with variations in tempo, divided into lower body, upper body, and less strenuous cardio. This is an ideal class for those who want to work on muscle growth and definition. It puts a twist on traditional bodybuilding training programs and creates a more interesting and fun program where everyone at any level can participate and benefit and understand more about how bodybuilding programs work.

#### 10. Kids Fitness Class

These classes provide children with opportunities to socialize, while encouraging healthy growth & development. Classes at the height of the COVID-19 Pandemic, most children were subjected to online schools with little interaction or physical activity, after restrictions began to be relaxed and outdoor activities allowed, UC created classes to get children back into physical activity.

This class combines different training programs and disciplines, such as Zumba, Obstacle Course and Taekwondo. The main goal of this class is to prepare children to return to physical activity, but still have fun.

The class eventually became so popular that it spiraled and created a successor in the form of a new event that would occur every summer called Kids Summer Camp with the addition of other fun activities such as cupcake decorating, painting, treasure hunting and more. mini-games.

### 4.2 Sport Tourism Potential at Uluwatu Collective

In the development of Sport Tourism at UC, it is necessary to have potential which is the basis for the development of sport tourism. The potential in question is physical and non-physical potential.

As a new sport tourism, since 2020. UC has several potentials that deserve to be developed during the covid-19 pandemic. Among them are the potential location, sports infrastructure, and culinary as follows:

#### 1. Landscapes and Topography

UC is located on Jalan Raya Uluwatu no 80 right on the side of the main road and is above the Pepito Express, so around UC there are around u tube lumbini, flamingos, hotels. This makes UC a very strategic location to target the tourist market. In addition, many housing and community residences are also UC's target market. This is as stated by Eduardo Costa as the owner of the company. Eduardo Costa says

“actually we were planning to build the gym in Sanur area, because our target is expatriate and we need a place that not to busy but give you healthy environment. Then one of our friend suggest Uluwatu, because there is an available space in a strategic location. Our place is on the second floor of Pepito Express which is there is a lot of people come everyday. Uluwatu is also a famous place for surfers which they will need to exercise too and we provide the place for their needs.” (Interview results March 20, 2022)

During the pandemic, the location of UC is strategic because it is close to hotels where not all hotels have sports tourism facilities which are starting to become important to do during the pandemic. In addition, UC tries to reach the surrounding community, especially expatriates, to carry out sports activities to maintain physical and mental fitness during the pandemic.

the location of hotel accommodations around UC within 1 kilometer range. The cheapest price starts from IDR 110,000 and the highest price is IDR 1,551,000. As for restaurants within 500 meters range, various types of food were found lined up along the road to UC.

Around UC there are many hotels and accommodations, ranging from affordable hotels such as the U Tube Hotel, The Baladewa Guest House and Maxone Hotel to star hotels such as Four Points by Sheraton and Anantara. In addition, there are also many restaurants and stalls around UC, ranging from Balinese food stalls such as Ayam Betutu and Nasi Babi Guling to healthy culinary delights serving clean food such as Bali Budda, Nourish, Frencha and Tarrabelle.

Such landscapes are used to expand the market. Usually every 1 month or every two months, every UC changes the class schedule, the cleaner staff will distribute flyers and brochures to partner restaurants and hotels. The existence of the UC brochure allows potential visitors to know the existence of UC is getting higher. In the brochure

distributed there is also a free 1 trial class ticket which makes potential visitors more curious and decides to come alone and try this trial class.

## 2. Uluwatu Collective Sports Facilities and Infrastructure

As a gym, UC has quite complete sports facilities. Consists of cardio equipment, stretches, and free weights.

3 types of sports facilities, namely cardio, stretch, and free weight, each of which has its own function. Cardio has a function as a tool to train the heart or endurance which consists of Assault Bike, Rowing Machine, Skipping Rope, Sled equipment. Stretch has a function as a tool that serves to increase muscle mass and stability consisting of Resistance Bands, Yoga Mats, GHD, Pull Up Bars. Weightlifting has a function as a tool to increase muscle mass and strength consisting of dumbbells, barbells, barbell plates. This facility can be used as the main goal of sport tourism, especially for fans of crossfit sports activists.

## 3. Culinary Uluwatu Collective

UC also has culinary potential that visitors can enjoy to better maintain a healthy body. UC provides healthy food that can be enjoyed at the cafe located at UC. Healthy food available such as protein shakes, smoothie bowls, protein balls, vegan cakes, overnight oats, oatmeal cookies, coastal coconut bars. Healthy food here is specially made by paying attention to the nutritional and protein levels contained in each serving and using premium, vegan, gluten-free, and dairy free ingredients but with a delicious taste so that it can be consumed by various groups of people. This was conveyed in an interview with Annie Soetedja who is the wife of Eduardo Costa as well as a supplier of healthy food at UC. Miss Annie says:

"For athletes, food and drinks that contain protein and carbohydrates will recharge after 30 minutes to an hour of exercise and will help in keeping the body's metabolism burning. In addition, most of the consumers come from abroad, most of them are vegan and lactose-intolerant. They also always pay attention to sugar consumption, therefore the ingredients used are also adjusted." (Interview, 19 March 2022)

Based on an interview with Annie Soetedja as UC's supplier of healthy food, healthy food in question is food that pays attention to the ingredients. Expatriates tend to have a different diet than Indonesians in general. Most of them are vegan and vegetarian, both of which sound familiar but have different meanings. In addition there is also the term lactose intolerance or also known as gluten intolerance.

Vegetarians are people who do not consume processed animal products such as meat (beef, pork, goat), poultry (chicken, turkey and duck) as well as fish and other seafood but still consume by-products obtained without killing animals such as eggs, milk (yogurt and cheese), and honey. While vegans are people who avoid all types and forms of food from animals including milk, eggs and honey. Lactose intolerance is the inability to fully digest the sugar (lactose) in dairy products. Lactose intolerance is usually caused by a deficiency of an enzyme in the body called lactase. Symptoms can include abdominal cramps, bloating, and diarrhea.

## 4. Merchandise Uluwatu Collective

Visitors can also buy merchandise and special UC sports equipment such as t-shirts, sports pants, bags, wrist wraps, pull up grips, pull up tapes. In addition, UC also sells sports supplements, protein powder, pre-workout, and vitamins.

Members and visitors are also very enthusiastic when UC issues limited edition merchandise, this is shown by the large number of PO (Pre Ordered) orders when the marketing team uploads new merch. Several times also the reservation quota is full before the release time. Loyal buyers of UC merchandise even come from outside Bali such as Jakarta, Surabaya and Lombok, most of whom are former UC members but are still enthusiastic when a product is about to be launched.

UC has non-physical potential in the development of sport tourism during the Covid-19 pandemic. UC's non-physical potentials include community, events, and health. The following is a discussion of the non-physical potential at UC, as follows:

### 1. Community

The community is the main reason for the establishment of UC, which was built by two brothers from South Korea, Julia and Charlie, and 1 Indonesian citizen from Brazil, Eduardo Costa. This community then developed to attract members from various circles of sportsmen, tourists, and the public. Thus making UC a sport tourism with a strong community base.

data on the number of UC members is approximately 16 members in 2020 and continues to grow until now. Members in UC have very strong non-physical potential, this is because members also help fund the maintenance of facilities at UC. In addition, members also provide input for the development of UC in the future. So that members also take part in making decisions from UC management to build sport tourism.

Some of the benefits that members can enjoy are getting special discounts from several restaurants and supermarkets in the Uluwatu area. Every visitor who registers at UC will get a membership card which, if shown to the partners listed below, will get discounts ranging from 10% to 20%. This method is a good symbiosis between UC and

partners, partners indirectly also get indirect marketing from UC and get more visitors who shop while UC benefits from members who renew every month because they want to still have the special discount.

For UC partners, it is usually the marketing team who approach potential partners and hold joint meetings before finally deciding to sign a partner agreement contract. This contract is usually valid for 1 to 2 years, partners and UC also have the right to decide whether to extend this cooperation contract or not after the validity period expires.

Every time there is an annual event such as the Barong Games, participants also get a free membership card that can be used to get a special discount for a maximum of 1 week. Indirectly, UC partners are always "flooded" with visitors every time there is an event and increase income. This partner network is also very useful for UC, because there is a lot of information obtained from each partner, for example in the Uluwatu area there are many visitors from certain countries, or information related to member activities.

## 2. Institutional, event management

UC can be categorized as a family business, because most of the staff at UC have family relations. UC has 3 owners and in the process of managing it, everyone has their own part and responsibility.

the division of tasks from each owner is sufficient to represent all operational activities at UC. Julia is responsible for finances at UC which includes payment for electricity, wifi, water and maintenance costs of existing sports equipment, payment of salaries and staff benefits, payment of taxes and all financial matters with income and sales. Meanwhile, Charlie functions as an active public relations officer in dealing with members and visitors, establishing relationships with existing visitors and being responsible for retail and merchandise sales. Edu is responsible for the overall operational activities of the gym such as teaching classes, paying attention to the cleanliness and tidiness of the room, making job desks for each staff and also responsible for the marketing process of UC assisted by the head of marketing who is his first son, Connor Siolo.

The cleaning staff consists of two people, namely Febri and Kadek. These two people are responsible for keeping the UC area clean every day. Edu has very high hygiene standards, every exercise equipment used such as barbells, pull up bars, rowing machines, chairs for sit ups must be wiped with disinfectant after each use, floors are mopped and vacuumed at least 2 times a day. During class, these two staff are always on standby in the area to clean the tools every time they change users and help the class process such as preparing and moving the sports equipment used to ensure the safety of members.

The receptionist is in charge of welcoming guests who come and make sales at the café. At UC, every employee is required to memorize a member's name, so when a member arrives, they are greeted by a name such as "Good morning Angela". This is an SOP that has been implemented since UC was founded, the goal is for members to feel close and warmly welcomed when they come to UC. Reception is also responsible for member administration and daily cafe and retail sales reports.

The employee contract in the first year is a monthly contract with a period from the 7th to the 7th of the following month. After one year employees are given the freedom to choose to stay on a monthly or yearly contract. In the annual contract, employees get THR equal to one time salary at the end of the year. Employees also get a bonus if UC's income reaches Rp. 150,000,000 per month.

## 3. Events

The non-physical potential of UC that has been run is an event. UC organizes many events throughout the year, some important and recurring UC events are as follows:

### a. The Barong Games (Event, active)

Located at UC and also outdoors such as the beach or hotel that cooperates, the Barong Games is an annual charity event in the form of a CrossFit competition, where athletes and fitness enthusiasts from all over Indonesia participate and gather in Bali for 2-3 days and compete. The competition has categories ranging from beginner/intermediate to advanced/professional, creating an inclusive atmosphere where everyone can participate and have fun, for a good cause. Proceeds from the event are donated to charities, especially orphanages. Previously donated orphanages were: The Bali Mother & Baby House and the Eben Haezer Orphanage. Participants can donate additional items to the gym which will also be donated to the aforementioned charities.

### b. 7 Weeks Challenge (Event, active)

As the name suggests, it is a 7 Week body transformation challenge where participants must complete certain fitness exercises or goals to score more points and win prizes. It is an active event held at the UC gym, usually held 2 times a year.

### c. CrossFit Open (Event, on)

The CrossFit Open, held in the UC area, is a three-week international competition where anyone — regardless of fitness level or ability — can compete in the largest fitness competition in history. These events are often held at your nearest CrossFit gym, the Uluwatu Collective also takes part and holds the event as they are an officially recognized gym under the CrossFit brand.



d. UC Fitness Trip (Event, on-hold)

A weekend getaway, where participants are treated to a trip away from the city to vacation and relax, revive and rejuvenate. The trip includes a variety of activities that the surrounding area has to offer as well as accommodation and of course fitness workshops/classes held during the trip. Previous trips so far: Ubud & Nusa Lembongan. The location for this fitness trip changes depending on the management's decision to hold an event.

e. Kids Summer Camp (Event, on-hold)

This event is the most awaited event by parents who have school-age children during the school holidays. Parents certainly want to find activities that are beneficial for their child's motor development. In addition, by participating in the Kids Summer Camp, parents also get free day care for one day.

A 3-day event that gives children ages five to ten the opportunity to socialize and be active again. Activities include painting, treasure hunting, yoga, traditional Indonesian doll making, cupcake decorating, taekwondo, and obstacle-based classes for children. This event is located at the Uluwatu Collective gym area.

f. UC Language/Social Club (Event, on-hold)

It is an Indonesian language learning class conducted at the UC office. Participants in this class are expatriates who are members of UC or relatives of UC members. This class provides an opportunity for members to learn Indonesian with a professional mentor so that they can practice directly. This event was held at 17.30 until finished, so that when this event took place, the cleaning and reception employees remained on standby until the event was over.

This activity is carried out twice a week, the intensity in a month depending on the agreement with the Indonesian language teachers involved. The prices offered also vary, members can pay for classes per meeting or full one package according to the provisions. After this class is finished, participants usually eat dinner and drink together in the café area.

g. BEER W.O.D (Event, active)

An annual year-end event where members get together to do a special group fitness class that involves high-intensity training and drinking beer at the same time. Each participant who takes part in this event gets 1 free beer, for additional beer, a fee of IDR 29,000 per bottle of beer is charged. This activity is the same as UC classes in general, the difference is that the instructor will instruct you to drink beer every certain time.

4. Safety and comfort

Every visitor who registers to become a member is required to fill out a form in which there is information regarding emergency contacts, so that if at any time during sports activities there is an injury or disaster, UC already has the data to follow up on this. In the form, UC also asks to fill in the latest health conditions, so that if a member has a special illness or old injury, the instructor can adjust the intensity of his training.

the registration form on the UC website and in the section marked with an asterisk are questions that must be filled out and one of them is the emergency number and name. If the prospective member does not fill in the column marked with an asterisk, then the registration cannot continue. Generally, prospective members provide their relative or partner's contact in the emergency number column.

questions about the current health conditions of prospective members such as previous injuries, or being in the process of certain treatments to the intensity of exercise. The goal is that trainers can provide appropriate training for everyone and reduce the risk of injury. For example, for members who have had fractures, the load given during weight lifting exercises will be different from the others and use slightly different methods as well.

In the event that is held, UC always provides medical personnel in place ranging from physiotherapists to doctors. UC also cooperates with several hospitals in the Uluwatu and Nusa Dua areas, so that if medical personnel are needed, the execution is carried out quickly and precisely. Instructors and cleaning staff are also given special training for first aid if an injury occurs during sports activities. A first aid kit is also always provided by the receptionist who will also help in the event of a minor injury.

The Covid-19 pandemic has an impact on awareness about health, especially for UC members. During the Covid-19 pandemic, UC members became more aware of the importance of implementing and implementing CHSE so that UC management provided and completed CHSE facilities in accordance with health protocols. Health during a pandemic is not only about CHSE but public awareness for healthy living will increase. This was conveyed by Eduardo Costa as the owner of UC as follows:

“Covid made us realize how important physical activity is. At first lockdown we might think it's a good moment to have nothing to do at all, you can lay down all day until you realize that your body need to move. It's also good for your body endurance to fight the virus. UC have professional trainers that can adjust the intensity of the training so the newcomers don't have to worry about getting too tired or exhausted.” (Interview, 20 March 2022)

Based on an interview with Eduardo Costa, public awareness about the importance of healthy living that has increased during the Covid-19 pandemic is a very good potential to build sport tourism.

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