

POST-COVID-19 HERITAGE TOURISM MANAGEMENT AT THE GEDONG ARCA MUSEUM IN BEDULU VILLAGE, BLAHBATUH DISTRICT, GIANYAR REGENCY

Ni Komang Tri Artiningsih¹, Ni Komang Sudarningsih², Astrid Krisdayanthi³, Ketut
Sumadi⁴, Made Ika Kusuma Dewi⁵

¹UHN IGBS Denpasar, Denpasar,
komangtriartiningsih@gmail.com

²UHN IGBS Denpasar, Denpasar,
Indonesia,

³UHN IGBS Denpasar, Denpasar,
Indonesia,

⁴ UHN IGBS Denpasar, Denpasar,
Indonesia,

⁵ UHN IGBS Denpasar, Denpasar,
Indonesia,

*Nama Coresponden: Ni Komang Tri
Artiningsih

Abstract: Since 2019, when the COVID-19 pandemic struck Indonesia, the pandemic has also affected visitor numbers at the Gedong Arca Archaeological Museum. In 2019, the museum began experiencing a significant decline in visits. However, as the COVID-19 pandemic began to subside and the government officially lifted the PPKM (Community Activity Restrictions) policy in 2022, visitor numbers to the Gedong Arca Museum started to rise and have continued to increase ever since. Based on this background, the research problems addressed in this study are: (1) tourists' perceptions of heritage tourism at the Gedong Arca Museum in Bedulu Village, Blahbatuh District, Gianyar Regency; (2) the management of heritage tourism at the Gedong Arca Museum in Bedulu Village, Blahbatuh District, Gianyar Regency in the post-COVID-19 pandemic period; and (3) the implications of heritage tourism management at the Gedong Arca Museum in Bedulu Village, Blahbatuh District, Gianyar Regency after the COVID-19 pandemic on tourists and the local community. This study uses a qualitative descriptive analysis method, employing two theoretical frameworks: tourism management theory and symbolic interactionism theory. Data were obtained through observation, in-depth interviews, documentation, and literature studies. The data were then analyzed using qualitative descriptive techniques. Based on the perceptions of both tourists and the local community, the existence of the Gedong Arca Museum is viewed positively, particularly in terms of its collections of historical artifacts, available facilities, and the quality of staff services. The museum's presence has had a broadly positive impact on both tourists and the local community, particularly in the aspects of religious and social life, environmental awareness, socio-cultural dynamics, and the local economy.

Keywords: Heritage Tourism; Museum; Management Strategy; COVID-19 Pandemic

INTRODUCTION

Historical heritage represents a cultural legacy that reflects the noble values of a society's past. The numerous historical relics found throughout the Indonesian archipelago are invaluable cultural assets that must be preserved and protected. These relics enable the Indonesian people to learn from the richness of past civilizations and apply those lessons in the context of nation-building and civic life.