

DEVELOPMENT OF TOURISM VILLAGE, SPORT TOURISM, CREATIVE CULTURE AND ECONOMY IN NORTH BALI

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Tourism village development is a priority in North Bali (Buleleng). Priority of the strategy tourism village development is sports tourism including; water sports tourism, mountain sports tourism, and cultural tourism to support the community's economy during the covid 19 pandemic. Needs of tourism and sports as well as activities that can made a new businesses, service bureaus, and new products are create by developing tourist villages. Buleleng natural tourism destination can be a new business in the field of tourism and sports. Based on the local wisdom of the community, high cultural values, hilly soil texture, gently sloping beaches, "NyegaraGunung" nature tourism, various beliefs, and the friendliness of the Buleleng people are the mainstay of the creation of a new tourist village. Soil texture/hill areas and plantations are very suitable for trekking/hiking, camping, and outbound tourism sports. The sloping beach with relatively small waves is perfect for diving, snorkeling, fishing, seeing dolphins on the high seas, and various water excursions. Culture of Bali's high-value also supports the arrival of domestic and foreign tourists, even though during the COVID-19 pandemic, the community's economy was able to survive.

Buleleng has a variety of unique traditions such as: SapiGerumbungan in Lovina, Nyepi Uma tradition in Bungkulan Village, BantengDuwe tradition in Tambakan Village and other cultural tourism destinations such as the typical building in Pedawa Village, Bale GedeNyoman Rai Srimben (House of President Soekarno's mother) , buildings and Alquran at the Masjid Agung Jami, Klenteng Ling GwanKiong Tri Dharma (TITD) and historic Hindu's temples in Buleleng which have unique building carving characteristics and there are still many distinctive traditions that only exist in Buleleng which has the potential to be developed as a tourist destination culture by tourism actors.

The development of tourist villages in Buleleng includes; AmbenganJembong tourism village, Sekumpul waterfall tourism village, Sambangan tourism village, PanjiAnom tourism village, Tegallingah tourism village, Busungbiu, weighing beach, Gerobogan beach, Pemuteran beach, Menjangan beach/island and Lovina beach. Several tourism village developments have brought in a lot of domestic and foreign tourists, so that it has an impact on the income / economy of the community. The support of the local government, the tourism office, the cultural office, educational institutions, and related agencies is very serious in developing and creating new tourist areas/villages in Buleleng.

Keywords: *tourism village development, tourism sports, culture, creative economy, north bali*

Introduction

Tourism development is one of the sectors that needs to be done because the tourism sector can increase the country's foreign exchange earnings, create jobs, expand employment opportunities, improve the community's economy, and introduce a variety of national and home cultures. Development of tourism, tourism destinations, wealth, cultural values, and national personality must be preserved, besides need to increase the provision of facilities, infrastructure, resources, management, and quality of service in order to attract tourists. The role of natural resources is very large and important for efforts to develop tourism potential. This can be seen from the clarification of the types of objects and attractions where natural tourism occupies the highest percentage. According to Fandeli 2001 stated that the motivation of tourist visits to Indonesia, both foreign and domestic 52.24% is due to natural resources.

The sea and mountains in Indonesia are places of recreation that are in great demand by both domestic and foreign tourists. Beaches, seas, and mountains have a lot of natural beauty and

scenery that are used as very promising industrial and business facilities. The beauty of beaches, lakes, rivers, waterfalls, underwater life and hilly areas can be enjoyed by tourists by snorkeling, diving, fishing, trekking, hiking, climbing, and outbound. Tourists can take a walk in the morning to enjoy the beautiful sun rise and in the afternoon with a sun set, swimming/playing in water and sand for children, canoeing and sunbathing on the beach. The rolling waves are used by tourists to enjoy the surf with various attractive / maneuvers, besides water sports prepared by the water sports industry. Adventure sports/jungle tracking is a cheap sport, but if it is carried out at place of full natural beauty, then the tourists are interesting to do trekking. In addition to climbing, hiking, and trekking, outbound is an outdoor activity that's all very fun, because it contains elements of games, adventure, recreation, forming team building and improving physical fitness. In addition to increasing the attractiveness of tourists who carry out climbing, hiking, trekking or outbound activities, it is also very influential in increasing opportunities for businessmen / entrepreneurs in the tourism sector to be developed so as to increase income and affect the increase in state income in the tourism sector.

One of the districts of Bali in the north is Buleleng. Buleleng is very suitable for the development of natural tourism villages, namely water sports and mountain sports. To be able to provide satisfactory services in the 21st century, tourism has become a study conducted by the world tourism organization which discovered how important it is to analyze the future of tourism as an industry. The development of the water sports tourism industry and mountain sports as part of a business economic phenomenon requires a good plan if it is to be successful. Tourism has proven itself as an alternative economic activity that can be relied upon as an effort to improve people's welfare. Tourism is an activity that provides opportunities for individuals to move, see, learn, socialize: get to know culture, the natural surroundings, excellence, wonders or the privileges of other places. Tourism will also expand to science and technology tourism, as well as sports tourism.

The current limited job opportunities are increasingly becoming a challenge for everyone, especially young people, plus facing the covid 19 pandemic. The solution for this problem depends on each individual. The community is required to be able to see business opportunities, so jobs can be created by themselves. Strategic places are an important factor in the development of tourism businesses with the development of tourist villages in Buleleng. The development of tourist villages, tourism and sports tourism are a priority in Buleleng. Tourism and sports are the spearhead of future life. The needs of tourism, sport and all related activities can trigger new businesses, new services and products. The rise of developments in the field of sports opens up wide opportunities for the growth and development of the sports business, goods and services. Sports involve many institutions or organizations including sports clubs, schools, fitness centers and health associations always involve many people and require equipment, facilities, transportation and services. This of course opens up job opportunities, also needs for tools, equipment, facilities to support sports activities and the importance of management and marketing of tourist villages.

The trend of sports is sport industry and sport tourism, so the Ministry of Youth and Sports together with the Ministry of Tourism and Creative Economy and various related parties are very intense in encouraging the development of industrial sports and tourism sports, in addition to their main task in improving physical fitness and the welfare of the community. According to developments, tourism aims to provide benefits for both tourists and local residents through the economic benefits derived from tourism destinations. Tourism capital (tourism

assets) are (1) natural potential, (2) cultural potential, and (3) human potential. Through the local wisdom of the community, high cultural values, hilly soil texture, "NyegaraGunung" nature tourism, various beliefs, and the friendliness of the people of Buleleng are the mainstay of the creation of a new tourist village. Buleleng has sloping beaches, calm seas, many hilly areas and very beautiful and beautiful plantations, supported by people who still preserve nature. Buleleng is very suitable for the development of tourist villages supported by various natural resources, cultural diversity, and local wisdom.

Discussion

More than two decades the world tourism industry has paid great attention to the governance of sport tourism or sports tourism. The main originator is the public interest in sports, especially elite sporting events or events which are growing at a phenomenal rate. Sports events at the national, regional and international levels either directly or indirectly have a major impact on the presence of athletes, committees, spectators and their families, supporters and other sports stakeholders such as officials, sponsors, performers, journalists and many more.

According of the World Tourism Organization (UNWTO) and the International Olympic Committee (IOC) the synergy between tourism and sport has tremendous power to foster mutual understanding between people, between cultures, foster a sustainable economy through job creation and help increase the income of people in the host region. At the place of sporting events are held, sports tourism is now recognized as a multi-billion dollar business. The economies of cities, regions and even countries are increasingly dependent on sportspeople. In the other countries, sport is said to have contributed as much as 25 percent of all revenue generated by the tourism industry. Pairing quality sports and local attractions, if implemented carefully, will certainly raise the profile of the area and help increase the occupancy rate of hotels and other forms of accommodation such as guest houses, guesthouses, and possibly using local residents' homes. Sports tourism is also a stimulant to trigger economic growth, especially the economy of the local community with the arrival of athletes, visitors and sports championship committees.

Tourism is an activity, service and product resulting from the tourism industry that is able to create a travel experience for tourists (McIntosh 1995). Tourism means a trip or traveling that is done repeatedly or around. Tourism is a trip that people make temporarily, which is carried out from one place to another leaving their original place, with a plan and with the intention not to try or not to make a living in the place visited, but solely to enjoy sightseeing and activities. Recreation or to fulfill diverse desires (Richard Sihite, 2000: 46).

In the business world, it is an arena for producers to take part in providing a means of satisfying the needs and desires of consumers. The business world is micro, small, medium and large businesses that carry out economic activities in Indonesia. Business strategies and the use of the business world in tourism sports are needs to be able to dominate the market and survive in the midst of competition. Then need to more understanding the meaning and importance of business strategies in the business world in tourism sports, including opening up opportunities for tourist villages.

Restoration of balance, sport recreation continues to develop into recreational sports and is called "sport for all" or in Europe "trim actie" whose benefits are physical, mental and social well-being (WHO: healthy is not just free from disease, but physical, mental, and emotional well-being and social). so that efforts are made to increase the body's resistance to disease by

exercising. The best recreation is movement or sports activities, including (1) recreational sports as a lifestyle, and (2) recreational sports/tourism as a balance between the physical and the spiritual. The basic need of every individual is for recreation through recreational sports, travel, or movement activities. Some forms of recreational sports activities, namely during car free days (walking, cycling, fun games, outbound, water sports and so on), after-work/school activities (futsal, soccer, volleyball, etc.), traditional sports/ community (gobak sodor, stilts, etc.), life style (aerobics, weight training, massage, spa, fitness, and so on).

If sport has become entrenched, the relaxed life attitude of the Indonesian people will change becomes competitive and very important in facing globalization. Recreational features are:

- 1) Done at your own will.
- 2) Positive influence
- 3) Accepted by the community because it is in accordance with the norms
- 4) Perpetrators get satisfaction because the activities carried out are suitable for them and are fun
- 5) Non-survival
- 6) Done in free time
- 7) The best recreation is physical activity, because modern society is already tuna or movement is scarce.

The motives for recreation are::

- 1) Daily monotony. Every day is in the same environment in the same situation with very limited association.
- 2) Saturated. Routine work is very boring and stressful, at least for a week and then repeated in the next week.
- 3) Loneliness in a crowd. Socialization both at home and at work is very limited, the neighbors have their respective professions that are not the same.
- 4) Hidden potential. It needs channeling and if it's not channeled, it can become a burden.

Free yourself from the bonds of social habits. Appropriateness to be something important must not be suitable for someone. The essence of sports activities is playing activities that are contested and competed. On playing activities, the spirit of competition is instilled based on sportsmanship, honesty and fair play, for this sport does not distinguish gender, age, ethnicity, race, religion and class. According to Bukart and Medik in Pendit 2006, states that "tourism, past, present and future" means tourism is the temporary and short-term movement of people to destinations outside the places where people usually live/work and tourist activities while staying at the destination. According to Yoeti 2006, broadly speaking, there are four groups that are an attraction for tourists to come to a particular tourist destination, namely:

- 1) Natural attraction, are natural landscapes, seas, beaches, lakes, waterfalls, botanical gardens, agro-tourism, volcanoes and flora and fauna.
- 2) Build attraction, are buildings with interesting architecture, such as traditional houses, ancient buildings and modern buildings such as "Taman Mini Indonesia Indah" (TMII).
- 3) Cultural attraction, historical building, folklore, traditional arts, museums, religious ceremonies, art festivals, etc.
- 4) Social attraction, is the procedure for marriage, circumcision and other social activities.

Tourism experts provide very varied definitions of the tourism types in Indonesia. Based on the motives and objectives, Yoeti divides the types of tourism into 6 parts, namely:

1) Cultural Tourism

The activities of tourists are mainly about the art and culture in their own country so that they will also be interested in visiting tourist objects of the same type in other countries as far as finances and abilities allow.

2) Medical Tourism

Many tourist activities are carry out for health reasons, wanting to travel from one place to another, either, doctor advice or habits after feeling tired and bored with monotonous work.

3) Sports Tourism

Many tourist activities are carried out by tourists who are involved either directly or indirectly in various types of certain sports activities such as mountain climbing, shooting, hunting, water sports, diving, surfing, rafting, fishing, car/motorcycle rides, plane/helicopter rides, winter sport in the mountains. Alps, sailing and water skiing.

4) Trade and Political Tourism

The participants consisted of various trade and political figures or regions/countries who went with the aim of gaining trade and political advantages.

5) Science Tourism

The participants hold meetings or research in various fields of science and knowledge both at the regional, national and international levels.

6) Social Tourism

Aims to help those who want to travel but it is not possible from a financial perspective so that they often receive assistance from government/tourism institutions, either directly or indirectly.

Furthermore experts divide the types of tourism into 7 types according to the object, namely: *cultural tourism, recuperational tourism, commercial tourism, sport tourism, political tourism, social tourism, dan religion tourism* Based on the meaning of tourism, it is divided into 5 groups, namely: *recreational tourism, cultural tourism, health tourism, sport tourism, dan conference tourism*. *Sport tourism* by Spillane (1987) divided into two categories namely:

- 1) *Big sport events* is major sporting events such as the olympic games, asian games, SEA games, world ski championships, world boxing championships and other sports that attract attention not only to the athletes themselves but also to thousands of spectators or fans.
- 2) *Sporting tourism of the practitioners* is sports tourism for those who want to practice and practice themselves such as mountain climbing, horse riding, hunting, fishing and so on.

Based on the above definition, it can be see that sports tourism is aimed at a trip that aims to see or witness a sports party in a certain place or country or participate in the sport activity itself. Tourism aims to fulfill the satisfaction of doing sports activities that you like such as fishing, hunting, water sports, diving, surfing, rafting, deep sea diving, skiing, hiking, boating, and so on.

Almost of all parts in the world, sports tourism is now increasing advanced so that many sports are use as objects and attractions for tourists, especially sports that take advantage of natural facilities such as mountains, lakes, rivers, seas or those that only offer the charm of natural beauty. Various foreign tourism explained that now many tourists from developed countries are targeting remote areas that have never be visited by tourists such as dense forests, fast-flowing rivers, steep hills, unpolluted seas and other pristine unspoiled terrain.

Tourist visits to Indonesia show a declining graph, due to the covid 19 pandemic. However, there are various reasons why tourists visit tourist destinations, especially Bali. One of

them is because Bali is a tourist area that is rich in natural and cultural diversity. Natural and cultural diversity is a promising capital in the present and the future, especially in the world of tourism. Tourism can also provide encouragement and contribution to the implementation of the development of various sectors for countries that have developed or advanced economies where in turn the tourism industry is a reality in the midst of other industries. (PenditNyoman S., 2003).

Tourism Business is an aspect of tourism activities that is oriented towards the provision of tourism services. The tourism business includes all activities of providing services (services) needed by tourists. These activities include travel and transportation services, accommodation, recreation, restaurants and other related services, such as information services, telecommunications, provision of places and many facilities for certain activities, money changer, and entertainment services. Trade in tourism services can be domestic (domestic tourism) and international (International tourism). Domestic, if the service is carry out within the territory of a country, by domestic business actors to domestic tourists. International in nature if it contains foreign elements, either because of the status of the personnel providing the services, the location, or the targets it serves.

International tourism service trade is service trade which contains foreign elements. No stranger, in the trade of tourism services, it can occur due to differences in the nationality of the actors, location, market orientation (target market) and other elements, such as differences in law, language, transaction currency, and traditions. No stranger to trade in tourism services, based on actors, location, and target market. The distinctive nature of trade in tourism services lies in the nature and form of its object, namely services. This form has a very different character from goods, both in terms of standards and preparation of the business environment, laws and regulations, mechanisms and procedures, market needs, product packaging, product quality standards and measurements, product presentation, transaction basis and principles, transaction models, calculations. time period, division of labor, business implementation mechanisms and procedures, and other treatments.

Another characteristic lies in the position of tourism services as legal objects. The tourism business has its own regulatory system, institutions, traditions, principles, provisions, standards, mechanisms and procedures are different from the trade in goods. Also from transaction techniques, approaching basic transactions, materials, contract elements, forms of responsibility, how to calculate risk and payment for basic transactions and consumer transactions. These characteristics indicate that the tourism business is a separate system. Covers the unity of components, work procedures, functions, and separate processes. Such a system requires a *suigeneris* legal system, namely a special legal system, according to the character of the object. Business law in general cannot be fully applied to this activity, because it can cause irregularities, neglect of object characteristics, and finally technical losses.

General industry is a certain group of businesses that have the same techniques and methods of generating profits. The term industry is also used for a part of economic production that focuses on certain manufacturing processes that must have large capital before being able to make a profit. In this case, it is more appropriate to call it a large industry. For example, in 2004, the financial services business was the largest business in the world by revenue category. In economic planning and urban areas, industrial estates are land use and intensive economic activities related to manufacturing and production (F:\outbound\industries\industriesWikipedia, free encyclopedia in Indonesian.htm)

The arrival of the tourists was responded positively and with open arms, including the attitude of the people who were friendly and welcoming, preserving nature and culture in order to remain natural and no less important was the development of infrastructure and tour guides or in the world of tourism (tour guides). spearhead in tourism development, especially in Bali. The development of tourists who come to a destination is not only to enjoy the beauty of nature, culture, customs and even many tourists who come with special interests. This is accompanied by the interest of tourists visiting a tourist area not only to enjoy but want to try other things, one of which is by doing sports. Kinds of tourism sports are very different, because the purpose of doing sports tourism in general is not for achievement but for recreation or refreshing. Efforts to support sports as a supporter of tourism in Bali, the availability of professional sports tour guides is non-negotiable. Professional tour guides of tourism development are now the main things that must be available in every field of sports, especially sports tourism. Buleleng which relies on natural charm, arts and culture, and well-known customs in foreign countries, this has an impact on economic resources that rely on the tourism industry sector (tourism). industry). Tourism is the mainstay of development for the people of North Bali. Natural resources (SDA) and their ecosystems have an important role for the survival of life and are fully utilized for the welfare of the community. Besides natural resources, it is no less important to prepare superior human resources (HR). Superior human resources can process and manage existing natural resources, so as to improve the welfare of the community.

The North of Bali is being in the heart of traditional Balinese culture. With fewer tourists around and less big-scale developments, it somehow feels more authentic, articularly driving around the areas surrounding Munduk and Seririt, you often find yourself passing quaint local villages who rarely see tourists. Tourist love stopping off in these parts and buying a drink or a bite to eat, as you always end up getting way more from the exchange than just a refreshment. It's part and parcel of the Balinese culture to be accepting and welcoming, so the tourist don't be shy of starting a conversation and maybe likely end up with friends for life (<https://www.ourtasteforlife.com/things-to-do-north-bali/>).



Buleleng has many unique traditions, one example is “sapigerumbungan” tradition. This unique show is usually held at the football field of Kaliasem village, Lovina, Singaraja. "SapiGerumbungan" are not only enjoyed by local people, but also foreign tourists. The rule of this Gerumbungan Cow is that a pair of selected cows will attract a jockey who sits in a special

place decorated with Balinese equipment. This unique ancient tradition was inaugurated by the Regent of Buleleng in 2002, so that its implementation becomes more orderly and programmed. Tourists who watch the "SapiGerumbungan" can also try to become a jockey. No need to be afraid of the cows going berserk, because the cows participating in the competition have been trained, so it will provide an unforgettable experience.



“Nyepi Uma” tradition in Bungkulan village

The people of Bungkulan Village, Sawan District, Buleleng Regency, have a unique tradition of NyepiSawah or commonly referred to as "Nyepi Uma". "Nyepi Uma" is carried out by farmers who grow white rice, which is held for a day. During Nyepi Uma, residents and farmers are prohibited from entering the rice fields or "subak". A series of ceremonies leading up to "Nyepi Uma" was held 2 days before the implementation of "Nyepi Uma". Starting from the farmer together with representatives of the village apparatus carrying out a ceremony at the "Ulun Danu Batur" Temple. The "Tirta" or holy water obtained is then distributed to each rice field for another ceremony. The next day coincides with "PurnamaKedasa" (full moon), "KramaSubak" or farmers carry out the "Ngayu-ayu" ceremony. The "Ngayu-ayu" traditional ceremony is a traditional ceremony that is held once a year. The "Ngayu-ayu" ceremony is a form of gratitude for the farmers in Bungkulan Village to God Almighty for the abundance of earth products. Then the next day after "Nyepi Uma" was held, it was continued with "Ngembak" which means that residents and farmers are free to carry out their activities in the rice fields. In this isolation there are sanctions imposed for those who violate. Farmers who are determined to violate the ritual will be subject to sanctions in the form of fines. For the nominal fine, which is regulated according to the agreement of the farmer, the meaning of the implementation of Penyepeian



“BantengDuwe” tradition in Tambakan village

There is a very interesting tradition in Tambakan Village, Kubutambahan District, Buleleng Regency. Communities whose requests are fulfilled provide BuluGeles (GodelMuani or bull calf

that has not been pricked for nose), then released into the wild in the village. These calves then roam in community gardens, enter the forest and even cross to other villages, even to other districts. After a few years, this calf turned into a very big bull. Every two years, at the time of Purnama Kasa (Full Moon in the First Month of the Balinese Calendar), these bulls are caught and made offerings. During the banteng capture event, the community is divided into several groups. One group consists of 40-70 adult males. They move in unison to catch bulls that are old enough and weigh in the range of 400-800 kilograms. After being served, the meat is distributed to the whole community. One of these traditions can be developed or even used as a tour package with traditions in other villages for tourism promotion so that it is more attractive to tourists who come (Gede Kresna, Dinas Kebudayaan Kabupaten Buleleng).



Pedawa traditional house

The head of the Pedawa village, stated that the average age of the Pedawa traditional house is more than 50 years. There are even hundreds of years more. The traditional house of Pedawa Village called "Bandung Rangki" architecturally looks so simple, but there is a representation of the culture of the Pedawa people. The uniqueness and privilege of the traditional house of Pedawa Village is located on the roof of the house. Most of the building materials are made of bamboo trees, where the daily life activities of residents are inside the house from sleeping, cooking, praying and others. So it is not surprising that in the Pedawa Traditional House there is a place of prayer or "sanggah" with a bedroom and a kitchen. In fact, the house is complete with a body bath. The head of the Pedawa village said that the Pedawa traditional house had been maintained since 10 years ago. Then it was proposed in 2018 to become a cultural heritage area to make the village people serious about preserving this traditional house. The traditional house consists of a bed, a kitchen and a locker in one room. The kitchen is still an earthen stove, where the water is also made of clay. The banquet is located above the bed to beg for safety. In 1 room there are 2 beds, one for the parents, the other for the child. Traditional houses that still exist today are cared for and occupied by family members for generations. The traditional house in the village of "Bali Aga Pedawa" is basically made of clay on the top or the walls are made of caterpillar bamboo or "bedek" with a special feature, namely thicker bamboo. This "bedek" is strong enough to last for decades because the bamboo material used is a special bamboo found around Pedawa Village. The roof is made of selected bamboo which is cut into pieces in such a way and then tied like a roof. The bamboo that is commonly used is now hard to find, so some of the traditional houses that still exist today have their roofs replaced with zinc and wood.



"Bale GedeNyoman Rai Srimben" (House of President Soekarno's mother)

The "Bale Gede" building that had been used by "Nyoman Rai Srimben" IrSoekarno's mother, at Buleleng District/Regency, has been completely restored. The Culture Service of Buleleng Regency will immediately compile a narrative of the building, while the extended family of "Bale Agung" will arrange the manager of the alleged cultural heritage site, which is included in the Soekarno Heritage declaration list. The forgotten object of cultural heritage has been "pelaspas" on Monday, April 26, 2021. Prior to the restoration process, which was facilitated by the Bali Cultural Conservation Center (BPCB), it was carried out at the end of September 2020. The building measuring 7 meters x 7 meters, which was used as a place for the "Bale Agung" extended family ceremony first, witnessed the childhood and youth of "Nyoman Rai Srimben". The restoration process carried out by BPCB Bali cost IDR 160 million. Nothing is changed from the shape and size of the building. The original material is still used, some parts that have been lost and damaged are just patched up. Meanwhile, full replacement was carried out on the roof and part of the walls because they were porous. The head of the Buleleng Culture Service "I GedeDodySukmaOktivaAskara", said that the Buleleng district cultural office would then propose "Bale Gede" to be designated as a cultural heritage. The Buleleng Regency Culture Office also appointed one contract worker and trained him as a guide who would handle the Soekarno Heritage area. Representatives of the "Bale AgungJro Made Arsana" extended family, contacted separately yesterday, said that they were in discussions to form a management board for the "bale gede" which would later be directed as a Soekarno Heritage tourist attraction.



In Bali, traces of the history of a mosque that stood since the 19th century AD were found, namely the "Masjid Agung Jami" in Singaraja. The mosque, which was built during the era of the Buleleng Kingdom, is located at Jalan Imam Bonjol number 65, Singaraja city, Buleleng

Regency, Bali. The presence of the "Masjid Agung Jami" Singaraja on the Island of the Gods cannot be separated from the role of "Anak Agung Ngurah Ketut Jelantik Polong", the leader of Buleleng who embraced Balinese Hinduism, in 1846. Because "Anak Agung Ngurah Ketut Jelantik Polong" adheres to Hinduism, all matters related to the mosque This was handed over to his Muslim brother, "Anak Agung Ngurah Ketut Jelantik Tjelagie" assisted by a Muslim figure named "Abdullah Maskati". Until now, in Singaraja's "Masjid Agung Jami" has "Al-Qur'an" is still stored which made by the handwriting of "Child of Agung Ngurah Ketut Jelantik Tjelagie".



The Tridharma Worship Place (T.I.T.D) or Ling Yuan Gong Temple is located in Ex. Buleleng Harbor, Buleleng Regency. This place of worship was founded in 1873 AD by the Qing Dynasty. This is known based on the inscription installed inside the temple which is located above the main statue of His Holiness Toa Kong Co TanhuCinJin inscribed Tan Hu CinJin in Chinese characters. On the statue is written the year the temple was founded, namely in the 12th year of Tong Zhi. Ling Yuan Gong Temple or in Hokkien called Ling GwanKiong which means: Ling means magic, Yuan (Gwan) means Source and Gong (Kiong) means Palace .So, the meaning of Ling Yuan Gong Temple or Ling GwanKiong is Profound Source Palace. Ling Yuan Gong Temple or better known as Ling GwanKiong Temple is one of the most sacred places of worship by the Chinese community in Buleleng Regency, even during the Japanese colonial era in the 1940s, this temple was also highly respected by the Japanese army. This was evidenced on June 1, 1945 when Allied troops attacked the Japanese army. None of the torpedoes fired by the Allied forces hit the Ling GwanKiong Temple, even though the warehouse building in front of the temple was shot and destroyed and a torpedo that ran aground and did not explode at the mouth of the river near the Temple. Since it was built 139 years ago, Ling GwanKiong Temple has been renovated on a large scale once, namely in 1970 where the cost of the restoration at that time and maintenance so far has come from donations from local Tridharma followers and the Chinese community who came from Singaraja and were overseas such as Denpasar. , Surabaya, Jakarta and other cities. In 2000, the Regent at that time gave permission to manage the land in front of the temple which was then built a gate (gate and garden. With the gate and gardens, this added a lot of beauty to the environment and the scenery of the former Buleleng port. Now, Ling GwanKiong Temple apart from As a place of worship, this temple is also one of the important

tourist attractions in Buleleng Regency, North Bali which is always visited by tourists, both domestic and foreign.

Closing

The conclusion can be written as follows:

1. The development of tourist villages in Buleleng is a priority and strategic as a form of tourism and sports business, creating new jobs, activating culture, and developing the creative economy in order to improve the economy of the local community.
2. Supporters of the development of the Buleleng tourism village include; tourism and sports are the spearhead of future life. The need for tourism and sport and all related activities can trigger new businesses, new services and products.
3. Buleleng has beaches, seas, and mountains that hold a lot of beauty and natural attractions to serve as very promising industrial and business facilities. The beauty of beaches, lakes, rivers, waterfalls, underwater life, and hilly areas can be enjoyed by tourists by snorkeling, diving, fishing, trekking, hiking, climbing, dan outbound.
4. Tourism has proven itself as an alternative economic activity that can be relied upon in an effort to improve people's welfare for tourists to move, see, learn, socialize: get to know culture, the natural surroundings, excellence, wonders or the privileges of places that will develop to science and technology tourism as well as sports tourism.

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