

THE EFFECT OF LOCAL TOUR GUIDE COMMUNICATIONS ON TOURIST VISIT TO THE LUHUR ULUWATU TEMPLE

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ABSTRACT

This study aims to determine The Effect of Local Tour Guide Communications on Tourist Visit to the Luhur Uluwatu Temple, Pecatu Village, Bali, Indonesia. This research was conducted using a purposive sampling technique on 100 respondents who use the services of local tour guides at the cultural tourist attraction of Luhur Uluwatu Temple. The data collection technique was carried out using a questionnaire and had tested its validity and reliability. Based on the test results, the coefficient value is 0.076 (positive) with a significant level of $0.003 < 0.05$, so that H_0 is rejected and H_a is accepted. This proves that the Communication of Local Tour Guides has a significant positive effect partially on Tourist Visits at the Cultural Tourism Attraction of Luhur Uluwatu Temple, Pecatu Village, Bali.

1. INTRODUCTION

Tourism activity in this case is one of the activities carried out by individuals or groups that are carried out in a short time and can move from one tourist attraction to another with a specific purpose and not to complete a job (Govindarajo & Khen, 2020; Abbasi et al., 2021; Cakici et al., 2019). Indonesia is one of the developing countries in the Southeast Asia region which is very well known for its tourism potential in every scattered area. With so many tourist attractions in Indonesia that spread from Sabang to Merauke, Indonesian tourism is the second largest foreign exchange earner. In the big Indonesian dictionary, tourism is defined as something related to a trip for recreation (Eka Rosyidah, 2017; Falah et al., 2013; Hadi, 2019; Hafizah, 2017). The development of Indonesian tourism is very fast and has good potential in every province in Indonesia, making the mainstay sector of each province improve the economy of the surrounding community in each region (Ambarwati, 2018; Bramana, 2018; Herdiana Yulianti, 2020). The rapid development of tourism can have an impact on terms of economy, culture, and environmental aspects that have positive and negative impacts (Kimeto, 2021; Haryanto, 2019). One of the provinces that have a very rapid development and is well-known in foreign countries is the province of Bali. Bali is one of the destinations that are in great demand by foreign tourists and domestic tourists because it has natural and cultural beauty which is the main attraction for tourists visiting Bali which is increasing every year (Agustina, 2018). The province of Bali is one of the icons of Indonesian tourism which is global, the data for foreign and domestic tourists who have visited in the last 5 years, namely from 2017 to 2021 is stated in table 1.

Table 1. Number of Tourist Visits to Bali in 2017-2021

Year	Foreign Tourists (People)	Growth (%)	Domestic Tourist (People)	Growth (%)
2017	5,697,739	15.62	8,735,633	1.06
2018	6,070,473	6.54	9,757,911	11.70
2019	6,275,210	3.37	10,545,039	8.07
2020	1,069,473	-82.96	4,596,157	-56.41
2021	51	-61.57	3021	-35.75

Based on Table 1., the number of foreign and domestic tourist arrivals in Bali increased from 2017 to 2019. However, in 2021, the rate of foreign tourist arrivals decreased by -61.57% and domestic tourists also experienced a decline of -35.75 %. This decline in foreign and domestic tourist arrivals has decreased

due to the Covid-19 pandemic at the beginning of 2020. With this pandemic affecting tourism activities around the world, the government has implemented a lockdown option.

The island of Bali is one of the most popular tourist destinations for foreign tourists and domestic tourists who want to enjoy the natural beauty and cultural diversity it has. The island of Bali has 8 districts and 1 municipality, where each district has its cultural characteristics, natural beauty, and different food preparations. Like the one in Denpasar City, which is one of the destinations that have tourism potential from 8 districts in Bali. Denpasar City is the capital city of Bali province and became an administrative city which was ratified on 27 February 1992 (Law No.1 1992 concerning the establishment of Denpasar City). Furthermore, Badung Regency is one of the tourism destinations that are in great demand by tourists, one of which is the Luhur Uluwatu Temple tourist attraction.

Uluwatu Temple is located in Pecatu Village, South Kuta District, Badung Regency, Bali. Uluwatu Temple is mostly surrounded by the sea with a very steep beach with a height of 72 meters above sea level. Uluwatu Temple is the Sad Kahyangan Jagat Bali Temple as a place of worship of God Almighty, where this temple is a place of worship for Hindus. Uluwatu Temple is a tourist attraction that is a source of community income which has an impact on the residents

Uluwatu Temple is a famous tourist attraction, by Law no. 10 of 2009 is "a variety of things that have the potential for uniqueness, beauty, and in the form of a diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits." Uluwatu Tourist Attraction is an attraction that can be visited and enjoyed by every tourist who wants to visit and has the feasibility to be sold to the tourist market share (Zaenuri, 2012). The activity of visiting the tourist attraction of Uluwatu Temple is an activity that is in great demand by foreign tourists and domestic tourists, as an activity that can add insight and enjoy the natural beauty provided in the tourist attraction of Uluwatu Temple. Therefore, Uluwatu Temple is a destination that is in great demand by every tourist.

Table 2. Number of Tourist Visits to Luhur Uluwatu Temple Park 2017-2021

No	Year	Foreign Tourists (People)	Growth (%)	Domestic Tourist (People)	Growth (%)
1	2017	1,662,895	30.28	521,702	14.71
2	2018	1,907,166	14.68	568,413	8.95
3	2019	1,774,913	-6.93	472,378	-16.89
4	2020	255,690	-85.59	122,198	-74.13
5	2021	3,387	-98.67	38,376	-68.59

Based on Table 2, the number of tourist visits to Uluwatu Temple changes every year, where in 2017 - 2018 the number of visits increased by 14.68% for foreign tourists, while domestic tourists were 8.95% and in 2019 the arrival of the number of foreign tourists decreased slightly with a total growth of -6.93% and domestic tourists experienced a decline in growth of around -16.89. Where in 2020-2021 there is a Covid-19 pandemic which requires Enforcement of Restrictions on Community Activities causing a drastic decrease in visits 2020-2021 to the Uluwatu Temple tourist attraction.

The arrival of tourists to the tourist attraction of Luhur Uluwatu Temple will buy an entrance ticket for domestic adults for IDR. 30,000 and for domestic children (6-12 years) a fee of Rp. 20,000 while adult foreign tourists are charged IDR. 50.0000 and children aged (6-12 years) will be charged Rp. 30,000. Enjoying the various attractions that exist and the natural beauty that is there, there are Kecak attractions that are outside the temple area where this attraction becomes a tourism component that is in every tourist attraction that is packaged with various efforts to attract tourists to come to the attraction so that they have an interest. and its taste for tourists who want to see this Kecak attraction (Cooper, et al., 1993). The Kecak dance performance starts at 18.00 WITA and ends at 19.00 WITA, for the price of the Kecak dance itself, the price is IDR. 150,000 for foreign and domestic adults and children aged (2-9 years) foreign and domestic, a fee of IDR. 75,000. when entering the Uluwatu Temple area, tourists are required to use a kamben and a scarf that has been prepared by the manager at the location.

The tourist attraction of Luhur Uluwatu Temple provides local tour guides who will help tourists provide directions and information on the history of the buildings in the tourist attraction of Luhur Uluwatu Temple, besides that tour guides can also guard tourists swiftly from the monkeys that exist (Ardika, 2015: 8). The tourist attraction of Luhur Uluwatu Temple has 64 local tour guides who are ready to guide assisting tourists who want to be accompanied when traveling in the area. The tourist attraction of Luhur Uluwatu Temple, the tour guides there are fluent in Indonesian and English so that tourists can carry out the expected communication.

Table 3. Number of local guides at the Luhur Uluwatu Temple 2022

Name	Languages	Status
I Wayan Mudita	Indonesian & English	Indonesian Tour Guide Association
I Nyoman Sudarma	Indonesian & English	Indonesian Tour Guide Association
I Made Lasir	Indonesian & English	Local Guide
I Ketut Wita	Indonesian & English	Local Guide
I Ketut Darsana	Indonesian & English	Local Guide
I Wayan Eka Putra Jaya	Indonesian & English	Local Guide
I Nyoman Ngumbang	Indonesian & English	Local Guide
I Made Bawa	Indonesian & English	Local Guide
I Ketut Ariana	Indonesian & English	Local Guide
I Ketut Setir	Indonesian & English	Local Guide
I Nyoman Mamba	Indonesian & English	Local Guide
I Komang Suparta	Indonesian & English	Local Guide
I Nyoman Widnyana	Indonesian & English	Local Guide
I Made Sember	Indonesian & English	Local Guide
I Made Kacir	Indonesian & English	Local Guide
I Nyoman Sidra	Indonesian & English	Local Guide
I Komang Randita Putra	Indonesian & English	Local Guide
I Wayan Suriana	Indonesian & English	Local Guide
I Wayan Arimbawa	Indonesian & English	Local Guide
I Wayan Budiartana	Indonesian & English	Local Guide
I Putu Yogik Juliantara	Indonesian & English	Local Guide
I Made Duana	Indonesian & English	Local Guide
I Wayan Agus Sumantara	Indonesian & English	Local Guide
I Ketut Maker	Indonesian & English	Local Guide
I Made Yudiantara	Indonesian & English	Local Guide
Ni Made Doni	Indonesian & English	Local Guide
Ni Nyoman Sariani	Indonesian & English	Local Guide
Ni Ketut Sinar	Indonesian & English	Local Guide
Ni Made Werni	Indonesian & English	Local Guide
Ni Ketut Jarniasih	Indonesian & English	Local Guide
Ni Wayan Nuriati	Indonesian & English	Local Guide
Ni Made Suastini	Indonesian & English	Local Guide
Ni Ketut Sudiriani	Indonesian & English	Local Guide
Ni Made Weri	Indonesian & English	Local Guide
Ni Ketut Sukartiniasih	Indonesian & English	Local Guide
Ni Kadek Tiarayanti	Indonesian & English	Local Guide
Ni Ketut Serni	Indonesian & English	Local Guide
Ni Wayan Suwartini	Indonesian & English	Local Guide
I Wayan Agus Sumantara	Indonesian & English	Local Guide
I Wayan Timon	Indonesian & English	Local Guide
Ni Luh Pt. Ade Elvy Susy Y	Indonesian & English	Local Guide
I Wayan Rani	Indonesian & English	Local Guide
I Putu Suyantara	Indonesian & English	Local Guide
I Nyoman Subena	Indonesian & English	Local Guide
I Md. Dwi Suriarsa Putra	Indonesian & English	Local Guide
Ni Wayan Suweli	Indonesian & English	Local Guide
I Wayan Krisna	Indonesian & English	Local Guide
Ni Made Sriani	Indonesian & English	Local Guide
Ni Made Siti	Indonesian & English	Local Guide
Ni Wayan Lempir	Indonesian & English	Local Guide
Ni Made Denti	Indonesian & English	Local Guide
I Pt. Agus Vito Darmawan	Indonesian & English	Local Guide
Ni Wayan Sendi	Indonesian & English	Local Guide
I Ketut Santika Yasa	Indonesian & English	Local Guide
I Km. Andrea Pirlo Santana	Indonesian & English	Local Guide
I Nyoman Subawa	Indonesian & English	Local Guide
Ni Nyoman Muliastini	Indonesian & English	Local Guide

I Putu Adi Gunawan	Indonesian & English	Local Guide
I Made Remi	Indonesian & English	Local Guide
I Komang Suardana	Indonesian & English	Local Guide
Ni Made Weri	Indonesian & English	Local Guide
Ni Ketut Sulastri	Indonesian & English	Local Guide
Ni Wayan Megawati	Indonesian & English	Local Guide
I Wayan Kolim	Indonesian & English	Local Guide

Based on table 3. The tourist attraction of Luhur Uluwatu Temple has several local tour guides as many as 64 people where these local guides are divided into 2 groups where each group is 32 people and has a daily schedule. The existence of this tour guide is very important in a tourist attraction because it has the task of providing information about the geography and structure of the attraction. If tourist want to use the services of a tour guide at the tourist attraction of Luhur Uluwatu Temple, tourists can spend an amount of IDR. 100,000 per group that joins the tour.

Communication activities carried out by local tour guides will influence the impression given to tourists, because communication can establish a relationship between humans. Tour guides guiding tourists certainly have norms and ethics in communicating which are carried out in verbal (conversation) and non-verbal (gestures) forms. Therefore, good communication is part of the services provided by local tour guides on duty (Swart, 2018). The general function of a tour guide is as a person who leads a trip by providing direction and information on several things that exist in a tourist attraction. guiding activities are examples of forms of interpersonal communication because tour guide activities provide information to tourists to get what tourists need (Chien, 2016).

By ensuring this guide communication, good communication is needed between local guides and tourists who come. Where the skills of the tour guide can be seen in terms of verbal and nonverbal, this activity can be seen from the way of communication and intensity in providing information about the history and culture around tourist attractions. Tour guides are pioneers of the tourism industry because tour guides are professionals who are responsible for the services provided by tourist institutions or places, aiming to provide information, guidance, and advice to tourists about tourism activities (Utami, 2017)

By looking at the aspects that the author will examine, both from local tour guides and tourists who come by looking at the importance of the communication on the number of visits that come. This influence is a reference for the author to examine the Cultural Tourism Attraction of Luhur Uluwatu Temple by looking at the influence of tour guide communication on tourist visits who come to enjoy the atmosphere and attractions available in the area outside Luhur Uluwatu Temple (Nugroho, 2020)

Based on the background described above, this study focuses on the Effect of Local Guide Communication on Tourist Visits to the Cultural Tourism attractions of Luhur Uluwatu Temple, Pecatu Village, and Bali. This research is limited by five indicators in guide communication as follows: who conveys the communication or is called the communicator (who), the message conveyed (say what), the media used to convey communication (in which channel), who is the recipient of the message or called the communicant (to whom), changes or effects that occur when receiving the message delivered (whit what effect) (Yudi, 2015).

With this research, students can apply the theories obtained during lecture activities to a study entitled The Effect of Local Guide Communication on Tourist Visits at the Cultural Tourism Attraction of Luhur Uluwatu Temple Pecatu Village, Ungasan Bali. This research can be used as a reference and an additional library study for students who want to find references or as learning material about the object to be studied. The purpose of this study can be a consideration for the manager of the Luhur Uluwatu Temple Tourist Attraction, Pecatu Ungasan Village, Bali in increasing tourist visits in improve local guide communication.

2. METHODS

The object of research is the influence of local guide communication on tourist visits to the cultural tourism attraction of Luhur Uluwatu Temple, Pecatu Village, Bali. This type of research uses quantitative research. A quantitative research method is an approach to proving objective theory by providing some evidence of the relationship between variables, where this variable will be tested and produce statistics so that it can be tested. This study also uses qualitative research with research methods based on post-positivism, is used to examine a natural object where this research is the key instrument, how to collect data is carried out using triangulation (combined), data analysis has an inductive/qualitative nature. This data is in the form of descriptions, descriptions obtained from interviews, descriptions of observations, and other written or oral sources. The population is a generalization area consisting of an object that has the characteristic qualities of a tourist visiting the Luhur Uluwatu Temple Tourism Attraction, Pecatu Village,

Ungasan Bali. In this study, the researcher used a purposive sampling technique. Samples that will be selected based on certain considerations are tourists who use the services of local tour guides at the cultural tourist attraction of Luhur Uluwatu Temple as many as 100 people. Collection Techniques through Observation, Interview, Questionnaire and Documentation. Data analysis method using simple regression

3. RESULTS AND DISCUSSIONS

Results

There are 100 respondents who have answered the questionnaire distributed offline. A total of 52 respondents were male (52%), and 48 respondents were female (40%). It can be concluded that the majority or most of the respondents to this research questionnaire are male with a total of 52 people (52%). The majority of respondents aged 26-35 years with the largest number, namely 40 people (40%). Furthermore, a total of 30 people are in the age range of 18-25 years (20%), 20 people are in the range of 36-45 years old (13%) and 10 people are in the range of 46-55 years old (10%). Respondents have a variety of jobs. The majority of respondents work as private employees with a total of 46 people (46%). Furthermore, as many as 26 people chose the option as a student (26%). While 21 people work as entrepreneurs (21%), 8 people work as civil servants (8%), so it can be seen that the lowest number is 8 people with civil servant professions (8%).

Table 4. Validity Test Results

No	Variable		Correlation coefficient	
1	Communication of local guide (X)	X.1	0.420	
		X.2	0.472	
		X.3	0.417	
		X.4	0.559	
		X.5	0.542	
		X.6	0.539	
		X.7	0.381	Valid
		X.8	0.459	
		X.9	0.449	
		X.10	0.492	
2	Tourists visit (Y)	Y.1	0.710	
		Y.2	0.698	
		Y.3	0.606	
		Y.4	0.667	
		Y.5	0.556	

All indicator variables in this study, namely the Communication of local guide and Tourists visit are valid. This means that the questionnaire used is able to measure the variables studied.

Table 5. Reliability Test Results

No	Variable	Cronbach's Alpha	
1	Communication of local guide (X)	0.613	Reliable
2	Revisit intention (Y)	0.654	

The variable instruments in this study, namely the service Communication of local guide and the Tourists vare said to be reliable because each variable has an alpha value greater than 0.60. This means that if the questionnaire is reused to measure the same object, it will be able to have relatively the same results

The Local Guide Communication Variable in this study is an independent variable. The Local Guide Communication variable is symbolized by X and is measured using 10 statements which are responded to using a 5-point Likert Scale. Based on the results of the data tabulation of the answers of 100 respondents

related to the Local Guide Communication variable, it can be tabulated the number of answers to all respondents for each category as shown in Table 6 below:

Table 6. Description of Respondents' Answers to Local Guide Communication

No.	Statement	Scale					Total	Average
		1	2	3	4	5		
1	Tour guides have a neat, clean appearance and use uniforms or badges when serving tourists	0	0	13	29	58	445	4.45
2	The tour guide has mastery of the material regarding the conditions around tourist attractions	0	0	1	54	45	444	4.44
3	The delivery of the sentences conveyed is clear and easy to understand	0	0	13	39	48	435	4.35
4	The way the tour guide communicates is interesting and not boring	0	0	25	39	36	411	4.11
5	The information obtained is in the form of historical and cultural knowledge regarding tourist attractions	0	0	13	31	56	443	4.43
6	The information submitted is in accordance with the conditions of the tourist attraction	0	0	8	44	48	440	4.40
7	Information provided about the uniqueness of the tourist attraction	0	0	4	32	64	460	4.60
8	Information systems regarding tourist attractions can be accessed via the web or social media	0	0	7	41	52	445	4.45
9	The facilities and infrastructure contained in the tourist attraction are well structured	0	0	3	43	54	451	4.51
10	There is information on every building in a tourist attraction	0	0	8	41	51	443	4.43
Score								4.42

Respondents' perception of the local guide communication is strongly agree with the average value of 4.42. The statement on the Local Guide Communication variable that has the highest average is the statement "Information provided about the uniqueness of the tourist attraction." obtained an average value of 4.60. The statement on the Local Guide Communication variable that has the lowest average is the statement "The way the guide communicates is interesting and not boring", and "Bali Butterfly Park Guides are polite and consistently honest" obtained an average value of 4.11

Tourist Visit Variable in this study is the dependent variable. Tourist Visit Variable which is symbolized by Y and measured using 5 statements which are responded to using a 5-point Likert Scale. Based on the results of the data tabulation of the answers of 100 respondents related to the Tourist Visit variable, it can be tabulated the number of answers to all respondents for each category as shown in Table 7 below:

Table 7. Description of Respondents' Answers to Tourist Visits

No.	statement	Scale					Total	Average
		1	2	3	4	5		
1	Tourists are able to understand well the information provided by the tour guide	0	0	14	35	51	437	4.37
2	Tourists get what they want when doing a tour	0	2	14	37	47	429	4.29

3	Tourists feel happy to know about the history and culture of tourist attractions	0	0	12	40	48	436	4.36
4	Tourists feel safe and comfortable at the tourist attraction	0	1	22	32	45	421	4.21
5	Tourists get unforgettable moments at the tourist attraction	0	0	16	37	47	431	4.31
Score								4.31

Respondents perceptions of tourist visits are strongly agree with a score of 4.31. The statement on the Tourist Visit variable that has the highest average is the statement "Tourists are able to understand well the information provided by the tour guide" obtained an average value of 4.37. The statement on the Tourist Visit variable which has the lowest average is the statement "Tourists feel safe and comfortable when at a tourist attraction", the average value is 4.21

Table 8. Simple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.240	3.382		3.324	.001
X	.233	.076	.295	3.053	.003
Adjusted R Square = .708					
Y = 11,240 + 0,233X1 + e					

The constant value of 11.240 indicates that if the Local Guide Communications is equal to 0 (zero), then the Tourist Visit will be 11.240. $b = 0.233$ indicates that there is a positive direction between the variable Communication of Local Guides (X) to Tourist Visits (Y). This means that if the Local Guide Communication variable (X) increases by 1 unit, then Tourist Visits (Y) will increase by 0.233. With a note that other variables are fixed or constant Adjusted R Square (R²) is 0.780 so that based on the results of these calculations it can be explained that the contribution of the Local Guide Communications variable to Tourist Visits is 78% while the remaining 22% is influenced by other variables not included in the study. The results of the t test on the Local Guide Communications variable have a coefficient value of 0.233 (positive), and a significance probability value of 0.003 which is smaller than an alpha (α) value of 0.05 ($0.003 < 0.05$).

Discussion

Based on the test results, the coefficient value is 0.076 (positive) with a significant level of $0.003 < 0.05$, proves that the Communication of Local Tour Guides has a significant positive effect partially on Tourist Visits at the Cultural Tourism Attraction of Luhur Uluwatu Temple, Pecatu Village, Bali.. This means that the better the communication of the local guide, the more tourist visits will be made to the cultural tourism attraction of Luhur uluwatu temple, Pecatu Village, Bali. Vice versa, the worse the communication of local guides, it will reduce tourists visiting the cultural tourism attraction of Luhur uluwatu temple, Pecatu Village, Bali.

The cultural tourist attraction of Luhur uluwatu temple is located at Luhur uluwatu temple, Pecatu, South Kuta District, Badung Regency, Bali. There are facilities that can be used by tourists at the Cultural Tourism Attraction of Luhur Uluwatu Temple, namely: ATMs, Wi-Fi, Ticket Purchase Counters, Parking lots, Public Toilets, Balinese Gift Shops or Souvenirs, Food and Beverage Shops and Kecak Dance Performance Place In order to develop the quality of management of the cultural tourism attraction of Luhur uluwatu temple, the Tourism Attraction Management Agency for the Luhur uluwatu temple area was established by the Pecatu Traditional Village based on the Traditional Village Decree Number 03/Kep-KDA/VI/2014. The cultural tourism attraction of Luhur uluwatu temple was managed independently by the local community before the establishment of the management and at that time there was no entry fee for tourists due to the

absence of tourist facilities that could support tourism activities in the cultural tourist attraction of Luhur uluwatu temple, however. tourists can contribute to the cultural tourist attraction of Luhur uluwatu temple by means of a donation system which is determined by the local community.

Management of the Cultural Tourism Attraction of Luhur uluwatu temple has a vision to make the cultural tourist attraction of Luhur uluwatu temple a professional, useful, integrated tourist attraction, and become a sustainable tourist attraction based on social and culture. Management of the Cultural Tourism Attraction of Luhur uluwatu temple has a mission to improve the quality of human resources professionally in the sense of producing, and maintaining integrated tourist attraction facilities. Optimizing the potential and carrying capacity of social and cultural tourism in the community, as well as educating generations for sustainable tourism. Synergize destinations with the community as creative economy developers to support tourism into a potential asset and sector, and Improve partnerships and maintain management communication with stakeholders as the community and promotion of the private sector as the main interest to create broad, gradual, and scheduling relationships to enhance destination development and society at large.

According to Utami (2017), Tour guides are pioneers of the tourism industry, because tour guides are professionals who are responsible for services provided by tourist institutions or places, aiming to provide information, guidance, and advice to tourists about tourism activities. According to Irawati (2013), a tour guide is a leader in a tour, in general, the task of a tour guide must provide information about tourist attractions visited and to take tourists to the desired or desired place. According to Yudi (2015) Communication of tour guides is defined as the activity of tourism officers who are committed to providing information and guidance needed by tourists. Tour guides act as communicators in delivering information and messages or are said to be speakers, while tourists are said to be communicants or recipients of these messages. In the Decree of the Minister of Tourism, Post and Telecommunications Number KM.82/PW.102/MPPT-88 concerning Tour Guides and Tourism, Post and Telecommunication Regulators, a tour guide is someone who is in charge of providing a service in the form of guidance, information, and instructions on tourist objects, and help with everything a traveler needs.

According to the theory put forward by Andajani (2018) tour guides must meet various specified requirements. The requirements to become a tour guide involve things that are both physical and psychological. The appearance of a tour guide has a broad meaning, not just clothes, pants, skirts, sandals, and so on, but the whole that appears from a tour guide. As an officer who first deals with tourists when organizing a tour, the tour guide must be able to look optimally, because what is shown first will have an impact on the impression of tourists. The appearance of a tour guide has a broad meaning, not just clothes, pants, skirts, sandals, and so on, but the whole that appears from a tour guide. As an officer who first deals with tourists when organizing a tour, the tour guide must be able to look optimally, because what is shown first will have an impact on the impression of tourists (Balouei Jamkhaneh et al., 2022).

4. CONCLUSION

The Communication Variable of Local Guides has a positive and significant effect on Tourist Visits to the Cultural Tourism Attraction of Luhur uluwatu temple, Pecatu Village, Bali. This means that the better the communication of the local guide, the more tourist visits will be made to the cultural tourism attraction of Luhur uluwatu temple, Pecatu Village, and Bali. In the Local Guide Communication variable, the statement How to communicate with a tour guide is interesting and not boring, has the lowest average value, looking at the results of the study, it is recommended for Local Tour Guides to be more innovative when communicating with visiting tourists so as not to give an unsightly impression. interesting and boring. Further researchers should add other variables besides that it is necessary to increase the number of samples and expand the scope of research which is not only limited to the Cultural Tourism Attraction of Luhur uluwatu temple, Pecatu Village, Bali. For further researchers, it is hoped that the results of this study can be a reference, input, and reference for further research that examines local guide communication and tourist visits.

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