



The Impacts of Bali cultural Tourism to the Local Balinese Community

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ABSTRACT

The purpose of this article is to analyze the impact of Bali's cultural tourism on the local Balinese community. This research employs a qualitative approach through a literature study, where the data sources used are secondary data. The main data sources are various types of literature such as books, scientific journals, articles, and reports. Data collection is carried out by reading, taking notes, quoting, and analyzing the content of these sources. Data analysis is performed through content analysis and synthesis or consolidation of findings from various sources. The results of the discussion in the article indicate that there are two major impacts of the existence of Bali's cultural tourism on the local Balinese community. These impacts are positive and negative impacts.

Keywords: *tourism impact, cultural tourism, local community*

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1. INTRODUCTION

Tourism is one of the biggest industries in the world and considered as the most important source of incomes in various countries, including Indonesia. As the main tourist destination in the country, Bali has developed cultural tourism which besides focusing on or showing on the beauty of the nature, it also performs more about attraction, dances, art performances, (such as drama, arts, and dances), traditions, and rituals.

The development of Bali cultural tourism is in accordance with the regulation of Bali Province Government Number 2 year of 2012 concerning "Bali Cultural Tourism" stated that Bali cultural tourism is Bali tourism which is based on Balinese cultures and is souled by the Hindu religion belief and the Tri Hita Karana philosophy as the major potencies with the use of tourism as its actualization, so that create a dynamic mutual relationship between cultures and tourism, developed synergistically, harmoniously and sustainably in order to be able to provide welfare

to the community as well as the sustainability of both culture and environment (Malik, 2017:118-121).

In relation to the above topic about “Bali Cultural Tourism”, this article entitled: “The Paradoxes of Bali Cultural Tourism” aims to discuss or view the paradoxes or contradictory occurred between the pros and the cons of the development of Bali Cultural Tourism. On the one hand, as the presences of Bali Cultural Tourism in the context of culture, it has given the positive impacts to the community incomes, provides job opportunities, increase both social and physical developments, as well as the cultural sustainability. On the other hand, as the development of Bali Cultural Tourism can give the negative impact as the result of the commodification of the culture, loss of economic potencies, jobs distortion as well as the lost culture itself (Nurdiyansah, 2014:3).

This article also aimed to explore and discuss the paradoxes (contradictory/conflict) between two opponents (the pros and the cons) about the development of Bali Cultural Tourism. The pros said that the development of Bali Cultural Tourism does not destroy the Balinese Culture, but it is in fact empowering or making the culture stronger, because there is a process of cultural involution. Meanwhile, the cons who against the development of Bali Cultural Tourism said that the visit of tourists to the tourist object/destination can destroy the existences of the local culture, tradition and rituals (Suarta and Sudartha, 2017:77-78).

In order to widen, enrich and enlarge the readers horizon about the topic/title being discussed in this article, which is about: “The Paradoxes of Bali Cultural Tourism”, it will also be provided and discussed the following topics/sub-topics as: the definition of tourism, types of tourism, tourism resources, definition of culture, the roles of culture in tourism, the positive and negative impacts of Bali Cultural Tourism, and the last about the conclusion and bibliography.

There are several definitions of tourism proposed by scientists. According to Institute of Tourism in Britain or Tourism Society in Britain (1976) cited in Suarta and Sudartha (2017:23) that tourism is the travelling of people to other places or destinations in a short period of time or temporarily outside their original residence and daily jobs as well as their activities during the time at the places such as: including various activities with certain purposes, including daily visit or sightseeing/excursion.

In addition to the above, Tourism according to Butkat and Malik (2000) in their book entitled: “Tourism Past, Present and Future” stated that tourism is the travelling of people for temporary in a short period of time to the places beyond their permanent residences or where they usually live and work, and their activities during their stay at the places (cited in Suarta and Sudartha, 2017:23).

Furthermore, Salah Waheb cited by Yoeti (1995) and also cited in Suarta and Sudartha (2017:23) states that tourism is an activity of people done consciously which gets continuous services among people within a country (abroad), including staying in other places (certain places, a country or a continent) for a short period of time or temporarily in order to look for various types of satisfaction which are different from their own permanent residence.

Finally, according to Yoeti (1995) cited in Suarta and Sudartha (2017:24) Tourism is a travelling done temporarily in a short period of time, with the purposes of not doing or looking for a job or doing any business or looking for money at places

visited, but purely for enjoying the trip in order to get leisure or pleasure or to fulfill various kinds of needs.

From those four definitions of tourism proposed by the tourism experts, then it can be concluded that tourism is the moving of people from their original place to the other places temporarily not for the purposes of looking for jobs or getting income/payment, but purely just for pleasure or looking for leisure.

According to Pendit (1994) cited in Suarta and Sudartha (2017:32) there are several types of tourism and one of them is cultural tourism. Furthermore, Pendit states that cultural tourism is travelling done by the people for the sake or objectives of fulfilling their needs of widening their life by doing visit or travelling to other places or other country (abroad), to learn the people or community condition, tradition, their costumes, their way of life, cultures and their arts.

In addition to this, Arjana (2016:96-101) also classifies tourism into several types and one of them is based on the tourist object is Cultural Tourism, which is a type of tourism which focused on cultural attractions which are unique and interesting and have become a tourist icon for the place or destination.

According to Pitana and Surya Diarta (2009:69) tourism resources are the resources which are related to the development of tourism in general, which are in the forms of natural resources, cultural resources and resources for special interest, as well as human resources. One of the characteristics of the cultural tourism resources is that it can be destroyed and broken down due to the uncontrollable usage and wrongly managed (mismanagement).

From those four mentioned tourism resources above, in this article only one of them will be discussed which is cultural resources. This is because cultural resources are quite possible to be considered as one of the factors to attract tourists to travel to the object/destination.

Furthermore, Pitana and Surya Diarta (2009:75-76) state that cultural resources can be developed as a tourist attraction, and some of them are as follows:

- 1) Historic Building, sites, monument, art gallery, cultural sites, and so on.
- 2) Contemporary art and sculpture, architecture, textile, art and handicraft center, design center, artist studio, film industry, publisher and so on.
- 3) Art performance, drama, play, folk song, street theatre, photo exhibition, festival, and other special events.
- 4) Religion Heritages such as temple, stupa, mosque, sites and others.
- 5) Activities and way of life of local community, education system, arts places, traditional tradition technology, ways of doing things, local system of life.
- 6) Trekking tracks to historical places using unique transportation media (horse riding), carts, and so on.
- 7) Trying local culinary (cooking), watching the preparation, methods of cooking, serving, and ways of having the food are kinds of cultural attraction which are very interesting for the tourists to see.

According to Koentjaraningrat (1996) cited in Malik (2017:10) that culture is the overall system of thought and feeling, acts, as well as product produced by human being in their lives in the community and are made as their own belonging by learning.

In addition to the above statement, Bakker (1984) cited in Artadi (2009:2) states that culture is the creation, the ordering and the management of humanity

values. So that the culture is really humanity dimension, which is according to Bakker views that “Human beings are the creator of the world”.

Culture plays a very important role in tourism. This is one of the reasons why people want to do travelling in order to be able to see the way of life and other people culture on the other parts of the world as well as to learn other people culture. Tourism industry confesses the roles of culture as a pulling factor as to promote the cultural characteristics of tourist destination (Pitana and Surya Diarta, 2009:74-75)

In relation to the above statement, Pitana and Surya Diarta (2009:75) further state that culture does not only refer to the art and literatures, but it also includes the whole why of life practiced by the people in their daily life which are transmitted from one generation to the next one as well as covering the broader meaning of lifestyle and folk heritage.

Related to the roles of culture as has been stated above, Nurdiyansah (2014:4) states that culture is a manifestation of thought or human attitude which is formed from many elements, starting from the system of belief, religion, language, daily jobs, until arts, which are then developed into oneself life, developed, owned together and transferred into generation to the next generation.

2. METHOD

This research uses a qualitative approach with a literature study, where the data sources used are secondary data. The main data sources are various types of literature such as books, scientific journals, articles, and reports. Data collection is carried out by reading, noting, quoting, and analyzing the contents of these sources. Data analysis is done through content analysis and synthesis or combining findings from various sources.

3. RESULT AND DISCUSSION

According to Bali Province Regulations Number 2 the year of 2012 concerning Bali cultural tourism cited in Malik (2017:121) that the Bali cultural tourism is Bali Tourism which is based on the Bali culture and is souled by the Hindu Religion belief and the Tri Hita Karana philosophy as the major potencies by using tourism the medium of actualizing, so that it can create a dynamic and mutual relationship between the culture and tourism which can make the two develop synergistically, in harmony and sustainable and finally it can provide welfare to the community sustainability to both culture and environment.

In addition to the above, Suarta and Sudartha (2017:43) state that Bali cultural tourism is tourism which is focused on culture as well as the beauty of the nature or it can also provide many choices of attractions, of dances, art performances (drama, art and dances), tradition, rituals, and so on. The conceptual of cultural tourism is giving entertainment in the form of personal feelings to the tourists.

Cultural tourism can be considered as an ample opportunity for the guests to see, understand, and appreciate the characteristics of the destination, treasures and the variety of the culture. The cultural tourism gives the personal contact directly with the local community and also to the individual who owns specific knowledge about some cultural objects. The objectives are to understand the meaning of culture

compared to as just only brief description or as just seeing the list of facts about any culture (Pitana and Surya Diarta, 2009:75).

Finally, according to Nurdiyansah (2014:3) that the definition of cultural tourism is really complex because it is referred to different types of life experiences (different sights, sounds, tastes, and smells of an unfamiliar cultur. Meanwhile, the UNWTO classified the definition of cultural tourism, which covers experiential/conceptual (meaning), motivation (demand), tourism-devided/resource based (supply), and operational (management), so that the categorization of specific types of tourism is not enough only talking about activities and the tourists consumption to the heritage tourism (cultural heritage). The products of cultural tourism can be in the form of tangible product as well as the intangible one.

The paradoxes (the pros and the cons) of Bali cultural tourism have been developing continuously, there have been two groups which were the one who agree (pros) of the existence of Bali cultural tourism, and the other one who disagree (the cons) of the development of Bali cultural tourism.

The first group who agreed (the pros) said that the presence of Bali cultural tourism has brought the positive impact to the growth of income, provide jobs employment, increase the physical and social development as well as the efforts of cultural sustainability. On the other hands, the second group (the cons) said that the presence of Bali cultural tourism can bring negative impacts to the commodification of the culture which can effect the lost of economic potenciales, job distribution, and by the end the threats of losing of Balinese culture (Nurdiyansah, 2014:3).

Furthermore, the group who were in agreement (pros) with the development tourism based on the Balinese culture or Bali Cultural Tourism as stated by McKean (1978) cited in Suarta and Sudartha (2017:77-78) stated that the development of Bali Cultural tourism did not destroy the culture, it was however strengthen the existence of culture. This is because there is a cultural involution). In addition, MC Kean (1978) said that in the cases of Bali, even though there is a change of social-economic in Bali, all of those are moving hand-in-hand and with the efforts of doing conservation of traditional culture. The facts showed that tourism has strengthened the conservation process, reformation and the re-creation of various traditions.

On the contrary, the group whom disagree (cons) with the development of Bali Cultural Tourism cited in Suarta and Sudartha (2017:77) stated that the visit of tourists to the tourist destination can destroy the authenticity or the originality of the cultural products. Several research findings showed that tourism has destroyed the local culture, tourism has directly forced the expression of local culture to be modified in order to meet the needs of tourism. Several cultural expression have been co-modified in order to be able to sell to the tourists.

Moreover, the cons group have given some examples of cases of their argument such as the Ramayana Dance Performance, the dance was no longer performed in full or what it is, but it has been cut somewhere and the scenario has no longer function properly. Other example was the Kecak Dance performances which can be casily seen/watched in Bali, its sacred values have been cut now and then because it has to be adapted and matched with the tourist time availability to watch the dance.

According Pitana and Gayatri (2005:109-117) and Arjana (2016:155-167) that cultural tourism is some activities which are directly involving the local community so that they can bring several impacts to the local people. There are two major impacts of cultural tourism to the local people, which are: (1) the positive impacts, and (2) the negative impacts. Both of those impacts are presented as follows:

According to Pitana and Gayatri (2005:110) that the development cultural tourism in a destination can bring several positive impacts to the local people, such as: to increase the income of the people, to increase the earning income for the government, to increase job opportunity to the people and entrepreneurship, to increase the government tax income, and the benefit of the government owned company, and so on.

In line with the above statements, Arjana (2016:156) added that the development of cultural tourism can cause various types of positive impacts also in various field of life of the local community resident and environment, social and politics, culture and health.

Apart from the various positive impacts which can be used by the development of Bali cultural tourism, according to Pitana and Gayatri (2019:115) state that various unexpected impact (negative impact) which can be caused by the development of cultural tourism such as the gap of the income among local people are becoming worse, the unbalancing income among regions, the lost of control of local people to the economic resources, the emerging of neo colonialism or neo imperialism, and soon.

Furthermore, Arjana (2016:164-169) observed the negative impact of the development of Bali cultural tourism from two aspects, which are: (1) residents and environmental aspects and social cultural aspects. The negative aspects caused by cultural tourism from the residents and environmental aspects are the concentration of public housing can cause the density of the people, crowded space, crowded sewage, crowded traffic/traffic jam, squatter, slump area, problems of rubbish, problem of needs drinking water, and electricity power.

Moreover, Arjana (2016:169) confirmed that the negative impact of the development of cultural tourism from socio-cultural point of view that the stronger of the point of view that the stronger of the individualism, free and liberal way of live, hidden spionase activity could happen due to the openness of the accessibilities as well as the difficulties of differentiating between tourists and non tourists.

4. CONCLUSION

After having discussed the topic/ title of the article, which is “The Impacts of Bali Cultural Tourism to The Local Balinese Community”, several conclusions can be drawn as the final part/ section of this article. Those conclusions are as follows: The discussion on culture covers such things as the definition of culture, the rules of culture in tourism as well as the Bali cultural tourism. The discussion on tourism covers about the definition of tourism, the types of tourism as well as about tourism resources. The discussion on Bali cultural tourism includes the Bali Province government regulations number 2 the year 2012 which is based on the Balinese cultural, Hindu religion and also the Tri Hita Karana Philosophy. The discussion on the paradoxes of Bali cultural tourism covers the two opponents (the pros group and the cons group), the pros group agree with the development of Bali cultural

tourism, but the cons group, on the contrary disagree with the development of Bali cultural tourism. There were two major impacts of Bali Cultural Tourism which were positive impacts and the negative ones.

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