ENLIGHTENMENT BLUEPRINT: BUDAKELING TOURISM VILLAGE'S PATH TO SUSTAINABLE DEVELOPMENT

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Abstract

Bali's tourism sector wields substantial influence across diverse dimensions of community life, leaving an indelible mark on the economic, socio-cultural, and natural fabric of the region. However, the development of the requisite facilities and infrastructure to sustain this thriving tourism industry demands a considerable expanse of land, a precious resource in Bali's limited expanse. Focused on growth-oriented tourism development, Bali's high tourism sector has played a pivotal role in augmenting foreign exchange earnings and stimulating investment.

This study delves into the paradigm of community-based sustainable tourism, encapsulated in the concept of Community Based Tourism (CBT). The CBT approach is intrinsically intertwined with the ideals of sustainable tourism development, both of which serve as pillars fortifying the community's well-being, delivering tangible economic, socio-cultural, and environmental advantages (Richards and Hall, 2000:1). As is often the case, the sustenance of tourism hinges on the unwavering support of the local community. A deep-rooted commitment from the community becomes the bedrock upon which tourism development flourishes (Putra and Pitana, 2015). To perpetuate the trajectory of tourism development, the cooperation and coordination between key stakeholders, particularly those who shape policies in the realm of community-based tourism, become imperative.

Essentially, tourism development revolves around the dynamic interplay of three closely entwined stakeholders (Hetifah, 2003). These stakeholders encompass the government, society, and the entrepreneurial/private sector (Rahim, 2012).

Keywords: Bali Tourism, Community-Based Tourism, Sustainable Tourism, Stakeholder Cooperation, Tourism Development.

1. Introduction

The tourism sector in Bali is very dominant. It influences various aspects of community life both from economic, socio-cultural and natural environment aspects. In reality all the development of facilities and infrastructure to support tourism activities requires a relatively large area of land, even though the existence of land in Bali is limited. The growth-oriented tourism development strategy is very important: foreign exchange earnings and investment growth in the high tourism sector.

Referring to the development of community-based sustainable tourism, Community Based Tourism (CBT) where the concept of CBT is closely related to sustainable tourism development. Both provide reinforcement to the benefits of development for the community, especially economic, socio-cultural and environmental benefits (Richards and Hall 200: 1). There is no tourism without community support, on the contrary if the community has a commitment to support, there tourism development can be continued (Putra and Pitana2015). For tourism development to continue in addition to the role of local communities' cooperation and coordination between stakeholders having a role as policy holders in the development of community-based tourism are needed. Tourism development essentially

involves three interrelated stakeholders (Hetifah, 2003). Stakeholders (stakeholders) include government, society and the entrepreneur / private sector (Rahim, 2012).

The government has an important role as a policy maker, improving the quality of human resources in the tourism sector and as a facilitator in tourism development. Entrepreneurs/private sector have a role in providing facilities and infrastructure to support tourism activities to be able to provide maximum services to tourists. Community and community leaders as the primary stakeholders in the development of community-based tourism will be the ones who receive benefits from the development of the tourism.

Suri and Rao (2014) state that spiritual tourism is a tour to holy places to carry out spiritual activities in the form of prayer, yoga, meditation, concentration, deconcentration and other terms in accordance with their respective religions or beliefs. The trend of spiritual tourism is currently the choice in the development of alternative tourism that is community based and sustainable. The purpose of developing spiritual tourism is to improve the welfare of the community and continue to preserve culture and the environment in a sustainable manner. The assessment of the potential of spiritual tourism in the Budakeling Tourism Villagein Karangasem Regencyas an attraction for spiritual tourism is important to continue with the formulation of strategies and programs and analyze the extent of community / government and local business involvement / participation. Gunadha et al (2012) stated that the role of the government in the development of spiritual tourism in the Village of Budakeling was limited to the report on the study of spiritual tourism development and was only followed up with the proposed draft of a spiritual tourism regional regulation prepared by a team of spiritual tourism regional regulation drafters in 2016.

Research on the development of spiritual tourism abroad, is largely centeredaround the development of spiritual tourism in India. Research on spiritual tourism in India is more directed to spiritual tourism that has developed by Medhekar and Haq (2012),Haq (2006), Shanthakumari (2016), Vinay, et al. (2016), Rogers (2007). From this research it can be seen the concept of spiritual tourism, the potential for developing spiritual tourism, activities included in spiritual tourism, the difference between spiritual tourism and religious tourism, how to develop spiritual tourism in other countries, and how the role of stakeholders in the development of spiritual tourism. Research of Wijayasa (2008) on the development of a *Yoga* program at the *Waka Di Ume Resort* and *Spa* in Ubud, explains that the *yoga* program is one of the attractions of spiritual tourism.

Recently, local regulations regarding the development of spiritual tourism have not been realized so as to make the tourism actors/stakeholders have no legal rules in developing the *Budakeling* tourism village as an attraction for spiritual tourism. This research is important to be conducted because so far research on the development of spiritual tourism attractions, especially in Bali is limited to the study of an ashram, yoga and meditation community and holy places of a religion that is used as a potential for spiritual tourism, regardless of other potential outside of a religion and place worship. It is necessary to have a strategy and program that is planned and systematically arranged so that it can become a recommendation / reference for the government in issuing regulations on the formation of spiritual tourism attractions. The purpose of developing spiritual tourism is not only to get economic benefits, to increase welfare through the active participation of the surrounding community, of course the development of the attraction of spiritual tourism also aims to preserve the cultural heritage of Bali. Therefore, the Budekeling Village is very important to be investigated, by emphasizing the potential of spiritual tourism attractions, the role of stakeholders (government, entrepreneurs and the community) and their development strategies and programs as spiritual tourism attractions. This study aims to

develop strategies and development programs for the Budakeling Tourism Village which can be developed as a spiritual tourism attraction in Karangasem Regency

2. Research Methods

The study was conducted in the Budakeling Tourism Village, Karangasem Regency. The concepts and theoretical basis that are relevant in analyzing the formulation of the problem in this study are the concept of development strategies, tourism development, spiritual tourism attractions, spiritual tourism potential, sustainable tourism development. This study uses descriptive qualitative methods that are supported by quantitative data through the use of *Interpretive Structural Modeling* (ISM) analysis. Saxena (1994) in Eriyatno (2013) states that the ISM technique related to the interpretation of an intact object, or system representation through the systematic and interactive application of graphic theory. Kholil (2005) and Eriyatno (1999) stated that ISM is an analysis of this institutional model basically to arrange the hierarchy of each sub element on the element being studied, and then make a classification into four sectors to determine which sub elements are included in the autonomous variable / sector, dependent, linkage and independent. Data are collected by conductiong focus group discussion (FGD). Sources of data in this study are primary data sources and secondary data sources. Primary data sources are the results of interviews and answers to the ISM (Interpretive Structural Modeling) questionnaire by 10 experts, namely: the head of the Karangasem Regency Tourism Office, Sulinggih (high priest), Perbekel (head of community), Bendesa Adat (head of traditional community), meditation and yoga trainers, chief of village tourism manager, ASITA Bali representative, Bali HPI representatives, local entrepreneurs and academics. ISM analysis has been implemented in tourism research (Wiranatha and Suryawardani, 2019).

3. Result and Discussion

Budakeling Village is one of the villages in *Bebandem* District, located three Kilometers from the City of Bebandem District.

Geographically, Budakeling Village is classified as a hilly village located in the south of Mount Agung, which is classified as a hilly area with an altitude of approximately 400 meters above sea level with average temperatures reaching 27°C, with administrative boundaries as follows: North of BhuanaGiri Village to the West of Bebandem Village to the East of *Ababi Village* to the South of Pagangkerta Village. Climate of the Budakelin*g* Village, like other villages in the territory of Indonesia has a dry and rainy climate, it has a direct influence on cropping patterns on agricultural land in the Budakeling Village of Bebandem District.

Budakeling Village Community wants to achieve prosperity which shown by the development of the agricultural culture to support the tourism sector. By planning this intentional transformation, the management becomes clearer, because it can be programmed and evaluated. Accidental transformation can occur due to influences from within the community itself or from outside the community, for example by the inclusion of the tourism sector into people's lives.

Budakeling Tourism Village has potential that can be developed into a spiritual tourism attraction. In this development a strategy that is supported by programs that are formulated with Interpretive Structural Modeling (ISM) is needed. The results of the analysis were obtained from the questionnaire data that was answered by experts / experts who were competent in their respective fields and knew and understood the slaves of the slave tourism village. Of the six elements in the development of the Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency, based on the key elements that have the highest and lowest dependent power drivers as follows:

Table 1: Key Elements of Development of Budakeling Tourism Village as a Spiritual Tourism Attraction in Karangasem Regency, Bali, Indonesia

No.	Element	Key Element	Code
1	Program Objectives	There are no key elements	-
2	Program requirements	Competent human resources in the field of tourism, better cooperation and coordination between stakeholders	N1, N2
3	Community sector	Karangasem Regional Government, Traditional Village	C4, C2
4	Program Constraints	Lack of ability and skills of local human resources, lack of community understanding of spiritual tourism, lack of stakeholder involvement and coordination	B1, B5,B2
5	Possible changes	Increasing the ability of human resources in the field of tourism, increasing public understanding of spiritual tourism	E1, E5
6	Institution involved	Higher Education, Ministry of Tourism and Bali Provincial Tourism Office, Karangasem Regency Government	L5, L1, L2

Source: Primary data processed results (2018)

Based on the results of the Interpretive Structural Modeling (ISM) analysis, several sub elements are determined as key elements that can be elaborated and compiled as consideration in developing the development strategy of the Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency. Diagram of the structure model of the development of a spiritual tourism attraction in the Budakeling Tourism Village in Karangasem Regency as shown in Figure 1.
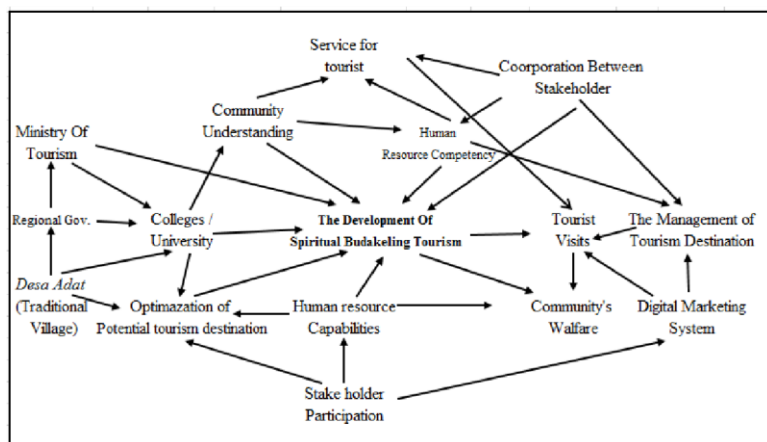
Figure 1: Structure Diagram of Spiritual Tourism Attraction Development of Budakeling Tourism Village, Karangasem Regency
(Source: Primary data processed results, 2018)

The diagram of Structural Model the Spiritual Tourism Attraction in the Budakeling Tourism Village in Karangasem Regency in Figure 1 can be explained as follows; The development of spiritual tourism attractions in

Karangasem Regency needs to be supported by optimizing the tourist attraction they have. Optimizing Spiritual Tourism Attractionneeds to be supported by the ability of HR and stakeholder participation. The institutions involved in the development of Spiritual Tourism Attractionin the Budakeling Tourism

Village are universities through tridarma of higher education institutions providing training, skills development, and providing knowledge specifically in the field of tourism to improve the ability of local human resources.

Universities can also conduct research specifically in the field of tourism development and provide solutions in solving various problems related to the tourism sector. The involvement of tertiary institutions in the development of Spiritual Tourism Attractionin the tourism village requires support from the*DesaAdat*(traditional-based community). In the development of Spiritual Tourism Attraction, the Regional Government in this case who has a role as a facilitator also needs support from the Customary Villages so that later they can work together in implementing programs related to the development of Spiritual Tourism Attraction. In addition to the Karangasem Regional Government, the Ministry of Tourism also provides support in the form of funding for community service and research activities carried out by universities.

People who understand spiritual tourism will certainly support the development program through increasing human resource competencies both in terms of skills and knowledge because in the development of this Spiritual Tourism Attractionlocal human resource competencies are needed so that they will ultimately be able to provide services to tourists. Cooperation and coordination of stakeholders are needed to support services to tourists. The purpose of the development is to increase tourist visits and increase community welfare. From the results of the ISM analysis through mapping key elements into the Spiritual Tourism AttractionDevelopment Model Structure in the Budakeling Tourism Village Karangasem Regency (Figure 1), the role of universities in developing the Budakeling Tourism Village as a tourist attraction spiritual becomes very important. This is in accordance with the purpose of development where in the development of Spiritual Tourism Attraction it is necessary to increase human resource capabilities and optimize the potential for spiritual tourism. Optimizing the potential for spiritual tourism requires the existence of research / academic research from competent universities in the field through mapping the potential of spiritual tourism.

Optimization of potential is not limited to physical but also to improving the ability of human resources who will later become actors and beneficiaries of the development of spiritual tourism in the Budakeling Tourism Village. Program needs are competent human resources in the field of tourism, especially spiritual tourism, can be realized by the role of the government in providing understanding, training and skills in tourism to the community, especially spiritual tourism by involving universities / academics. The need for competent human resources in the field of spiritual tourism will not be fulfilled by the community if it only relies on the involvement of the government, the community and entrepreneurs without the involvement of tertiary institutions, as actors who can provide change for the better.

From the results of this study supported by ISM analysis, it can be found that academics / universities are key elements as institutions involved, having a role that is no less important than government, community and private entrepreneurs. Academics act as the center of change or the center of change. Through the role of academics, it is hoped that there will be a change in mindset, knowledge, technology and innovation by not leaving elements of local wisdom, (Susanto in Garna, 1992). Through various studies and research, it is expected that the role of academics will lead to creativity both in the form of spiritual tourism products, increased service (hospitality) as well as increased capacity in management and institutional/managerial.

Academics have the role to provide new knowledge resulting from research and development activities. The knowledge produced by academics is information for other stakeholders. This information is used by tourism businesses to develop the attraction of spiritual tourism through mapping spiritual

potential, the formulation of strategies and programs for developing spiritual tourism in the Budakeling Tourism Village of Karangasem Regency. Through the formulation of strategies and programs, it is hoped that they will become a reference for the government to be able to facilitate the involvement of local communities as subjects in the development of community-based spiritual tourism attractions.

In developing the collaborative tourist attraction of the three stakeholders, namely the government, the community and entrepreneurs, requires good cooperation and coordination. Referring to the opinion of Hetifah (2003) regarding the intensity of stakeholder involvement, the development of the Budakeling Tourism Village is felt to still have weaknesses, namely the lack of local human resource capabilities in the field of tourism, especially spiritual tourism. To produce a solid collaboration, the coherence of roles between the three actors namely scholars / academics, business and government is needed, according to Moelyono (2010) abbreviated with ABG (Academics, Business and Government) or Triple Helix.

The triple helixy interaction pattern was popularized by Etzkowitz (2002), as a method of developing policies based on innovation. The involvement of the three actors in the triple helix concept was deemed to be insufficient to meet the quality of sustainable long-term development(Fuzi, 2013). The concept of sustainable tourism development considers community empowerment (local human resources) and as the recipient of the results of tourism development (feedback). This theoretical development leads to the development of interactions between the four actors known as quadruple helix. In fact, the quadruple helix does not have a clear definition of group type definitions for the fourth actor but based on several studies it can be agreed that the fourth actor in the *quadruple helix* is a user where the definition of the user itself is very broad (Arnkil, et. Al, 2010).

Afonsoet.al. (2012), explaining the role of the fourth actor in the quadruple helix concept, namely the community or community is directed at the consumption side of technology, knowledge, goods and services, or other outputs. The community has a position and strength in sparking creative ideas and should be the recipients of economic benefits from tourism development. Considering the role of this community can encourage the formation of a creative and innovative environment, the community or community is developed in the quadruple helix concept. Community participation in policy makers involved in quadruple helix interactions adheres to the concept of bottom up through community participation.

Community participation in the development of tourism, especially community-based spiritual tourism (CBT) in the Budakeling Tourism Village requires participation from universities / academics. ISM analysis results about the development of spiritual DTW in the Budakeling Tourism Village stated the need for involvement of tertiary institutions facilitated by the Ministry of Tourism, Karangasem Regional Government to improve the ability, skills and understanding of local communities regarding spiritual tourism. With the involvement of higher education institutions, it will certainly be able to optimize the potential of DTW in the development of the Budakeling Tourism Village as a spiritual DTW. The involvement of universities / academics is an important thing in the development of the Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency. Based on the key elements of the development of Budakeling tourism village as a spiritual tourism destination (Table 1), strategy and program for developing the Budakeling tourism village can be formulated in the Table 2.

Table 2: Strategy and Program for Village Development of Budakeling Tourism as a Spiritual Tourism Attraction in Karangasem Regency, Bali, Indonesia

No	Strategy	Program

1.	Optimizing the development potential of Spiritual Tourism	1) Involvement of local communities (arts groups, craftsmen, spiritual activists) in developing the potential for spiritual tourism. 2) Organizing arts and cultural events on a regular basis. 3) Organizing yoga and meditation festivals by involving tourism stakeholders.
2.	Increasing the participation of local human resources in the development of Spiritual Tourism	1) Socialization of Sapta charm and tourism awareness for the people of Budakeling Village. 2) Skills training related to organizing spiritual tours. 3) Foreign language training for local guides and yoga instructors. 4) Competency Test for yoga instructors.
3.	Increasing the role of the Karangasem Regency Government in developing Spiritual Tourism	1) Designing a Perda regarding the development of spiritual tourism in the Village of Budakeling. 2) Development of facilities / infrastructure related to spiritual tourism in the Village of Budakeling. 3) Allocation of funds to increase HR competencies 4) Allocation of funds for organizing cultural arts events, yoga festivals and meditation
4.	Increasing the role of local entrepreneurs in the development of Spiritual Tourism	1) Increasing the investment of local entrepreneurs in developing home stays and their supporting facilities. 2) Increasing the absorption of local workers in the field of tourism. 3) Development of supporting facilities for spiritual tourism based on local products.
5.	Increased promotion of tourism with a digital system	1) Online marketing training (Instagram, facebook, google business) for homestay owners and spiritual tourism enthusiasts. 2) Increased cooperation in marketing through online portals such as Agoda, Traveloka etc. by tourism entrepreneurs 3) Collaborate with district government, provincial government, and ministry, in the promotion of spiritual tourism in the Budakeling Tourism Village through the website
6.	Increasing the role of educational institutions in the development of human resources in the field of Spiritual Tourism	1) Cooperation between the Tourism Village Managers, Educational Institutions and Local Governments in preparing human resources to support the development of spiritual tourism related to competency testing, foreign language training and other supporting skills.

		2) Cooperation between village tourism managers, educational institutions and the Regional Government in preparing yoga instructors. 3) Cooperation with educational institutions in managing homestays 4) Cooperation with educational institutions in hospitality training

Source: Primary data processed results (2018).

Note: Programs are translated and elaborated from strategies and justified through Focus Group Discussion (FGD)

4. Conclusion and Recommendation

4.1. Conclussion

The strategies and development programs of the Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency are: a) optimizing the development of spiritual tourism potential with the following programs: engaging local communities, organizing arts and cultural events on a regular basis, organizing yoga festivals and meditation; b) increasing the participation of local human resources in the development of spiritual tourism with the following programs: socialization of enchantment and tourism awareness, skills training related to organizing spiritual tourism, foreign language training for local guides and yoga instructors, competency testing for yoga instructors; c) increasing the role of the Karangasem Regency Government in the development of spiritual tourism with the following programs: the design of a Perda regarding the development of spiritual tourism, the development of facilities / infrastructure, the allocation of funds to increase human resource competence, the allocation of funds for organizing cultural arts events and yoga and meditation festivals ; d) increasing the role of local entrepreneurs in developing spiritual tourism with the following programs: increasing investment of local entrepreneurs in developing home stays and supporting facilities, increasing the absorption of local workers, developing supporting facilities based on local products; e) increasing promotion of tourism with a digital system with the following programs: online marketing training for homestay owners and activists of spiritual tourism, increased cooperation in marketing through an online portal, in collaboration with district governments, provincial governments, and ministers, in promoting spiritual tourism through websites; f) increasing the role of educational institutions in the development of human resources in the field of spiritual tourism with the following programs: cooperation between village tourism managers, educational institutions and Local Governments related to foreign language training and other supporting skills, yoga instructor certification, collaboration with educational institutions in home stay management and hospitality training.

4.2. Recommendation

Based on the conclusions that have been described, it can be suggested that regarding the priority of the strategy and development program of the Budakeling tourism village is the role of universities in developing the Budakeling Tourism Village as a spiritual tourism attraction becomes very important. This is in accordance with the purpose of development in which the development of spiritual Tourism Destination Areas is necessary to increase the ability of human resources and optimizing the potential of spiritual tourism. Optimizing the potential for spiritual tourism requires the existence of research/academic research from competent universities in the field through mapping the potential of spiritual tourism.

Improving the understanding and ability of local human resources in the field of tourism, government, community, and entrepreneurs need to increase cooperation with academics (Higher Education). Local Regulation on the development of spiritual tourism in Karangasem Regency should be completed immediately, so that the community (Indigenous Village, village apparatus) and local entrepreneurs have guidelines for implementing strategies and programs that have been agreed upon through the FGD forum. Suggestions for academics namely in future research need to be assessed regarding the priorities of the strategy and development program of the Budakeling Tourism Village as a Spiritual Tourism Attraction in Karangasem Regency.

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