

## Role of Desa Adat in Tourism Development in Bali (Case Study of Bali as Tourist Destination)

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### Abstract

Although tourism has become key sector in economy development in Bali, there was still a debate concerning the direction of correct tourism development. This difference would refer to two views of tourism development, those were one that emphasize on global values or one that accommodate local values. Global values has proven to encourage the growth, though conflict risk from this view is quite high since it ignored local interest. While local values tend to obtain slow growth rate, with lower conflict risk. Therefore, the objectives of this study was to answer what is the direction of tourism development in Bali in the future years. This is very important given Bali had a very strong local values order and managed by Desa Adat, while growth interest should not be ignored. Based on qualitative descriptive approach with analysis method of Root Cause Analysis (RCA) and critical literature review, result showed that tourism development in Bali currently inclined toward global values. This was indicated by: (i) small role of Desa Adat in regulation and planning processes; (ii) occurring conflict was quite high. The small role of Desa Adat was caused by two factors, those are (i) internal factor of Desa Adat, in which Desa Adat was less aware concerning the impact of development; and (ii) external factor of Desa Adat, by belief that Desa Adat is inefficient and ineffective if being involved in development process. This would brought impact toward suggestion of this study that re-orientation of Desa Adat in tourism development and the importance of regional function sharpening as a mapping effort should concentrated in global and local values. This would become important in tourism development policies in Bali without losing its local character.

**Keywords:** global value, local value, development acceleration, conflict, Desa Adat.

### 1. Background

Tourism has become key sector in economic development in Bali. Since 1970s, tourism sector has always become main contributor toward PDRB. Whilst in the last five years (2009-2013), contribution of tax, hotel and restaurant (PHR) become the reflection of tourism contribution toward PDRB. Bali Province had average over 30 percent (Figure 1.1). In the same year, amount of domestic and international tourist had significant increase (Figure 1.2).

Figure 01. PHR Contribution toward PDRB of Bali Province

Figure 1.1 PHR Contribution toward PDRB of Bali Province

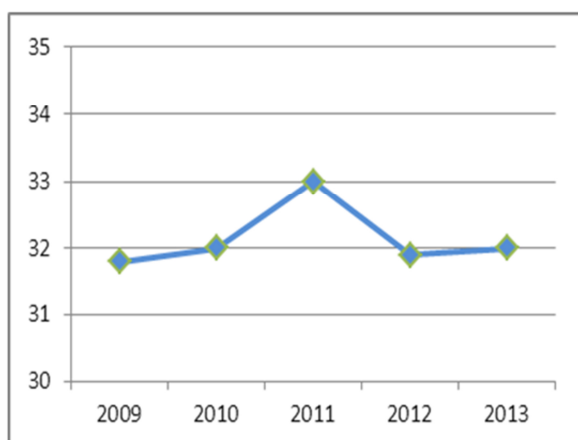
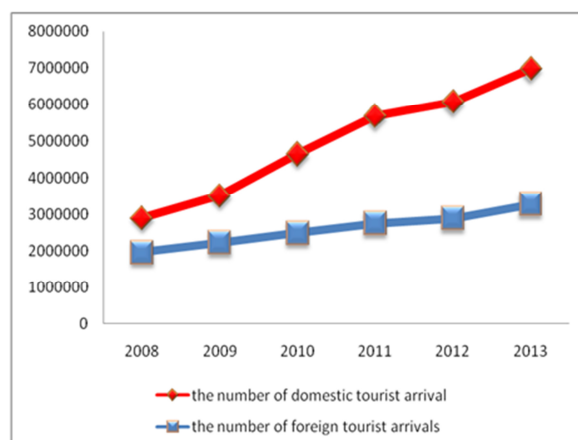


Figure 1.2 Domestic and International Tourist in Bali Province

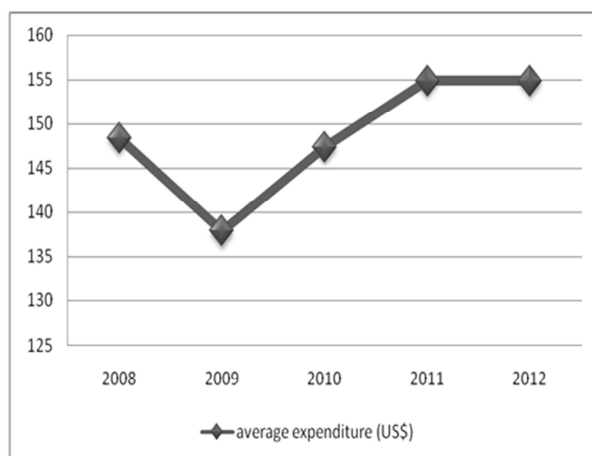


Source: Central Bureau of Statistic, Bali Province

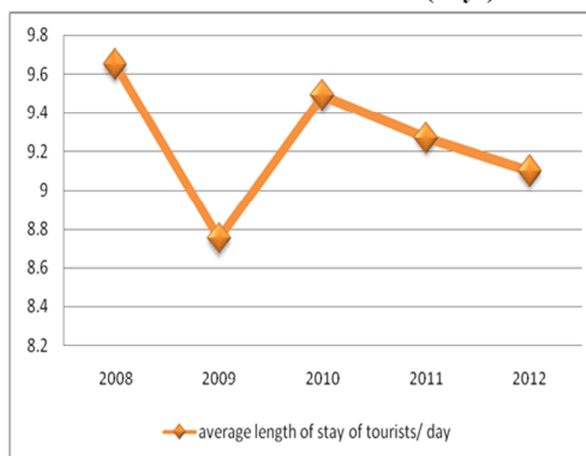
High intensity of tourist had domino effect toward Bali economy. For example, every day international tourist would have average expense of 150 USD (Central Bureau of Statistic, Bali Province, 2014). It is assumed

that if there were about 200 thousand international tourist every day, then total money circulation in Bali would reach 30,000 USD or about 3,6 billion (more less 43 billion per month). This was not yet summed up with economy impact from domestic tourist. This condition reaffirm that tourism sector has become an important part of Bali economy (Pitana, 2003).

**Figure 1.3 Average Expense of International Tourist in Bali (US)**



**Figure 1.4 Average of Visit Duration of International Tourist in Bali (days)**



Source: Central Bureau of Statistic, Bali Province

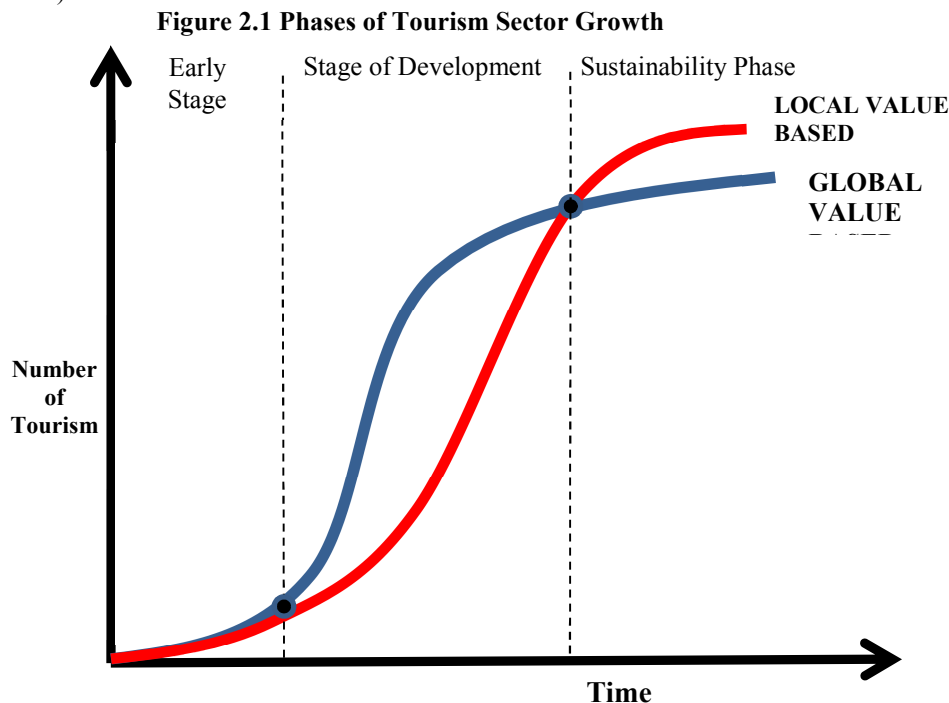
The importance of tourism showed that this sector is the determining factor for development in Bali. Meanwhile, option for development direction in tourism sector was seen empirically (case in several countries) and theoretically could be divided into two categories. **First**, tourism development was based on global values. This view inclined to tourism development which adopt global values than local values (Spillane, 1994; Soekadijo, 1997). This global values emphasize more on the importance of productivity and economy growth (Leiper, 1995; Subadra & Nadra, 2006). The occurring economy growth acceleration was due to quick investment as the response over tourist demand (Cooper & Jackson, 1997). Though its economy growth acceleration rate is quite high, tourism development based on global value had higher risk since there could be conflict with local people (Ryan, 1991). This was due to level of host irritation) since local aspects was not involved (Mill, 2000). **Second**, tourism development based on local values. Tourism development which is based on local value would adopt local values such as involvement and followed with local control in each development aspects (Tjager, 2003). Paradigm in this typical second was that developmental success would occur if people's living quality would improve in accord with its local values. This character would not cause conflict risk such as those occurs in global values view (Hall, 1996). Though conflict risk is quite small, but its average economy growth rate tend to be very slow (Leiper, 1981; Cooper & Jackson, 1997).

From the above tourism development views, province of Bali had a highly respected local values by its people (Nika I Wayan, 2001). These local values would include institutional form such as Desa Adat and norms which become the directive for Balinese in conducting their economy social activities. From this condition, the debating argument would concern with what is the tourism development fundamental in Bali. How far does the role of Desa Adat in development planning could become indicator whether it is incline toward global values or local values. Therefore, main problematic of this study would be how does current tourism development in Bali, is it tend to global values or local values? This problematic was divided into two sub-problematic, that is: (i) what is the role of Desa Adat toward regulation compiling process and tourism development planning process in Bali; and (ii) what is the direction for tourism development in Bali for years to come? Answering these problems is highly important so that this study would be able to contribute in theory debate between local participation interest portion and growth orientation portion. However, this has become highly important in policy making as developmental direction particularly in tourism sector.

## 2. Literature Review and Study Concept

Tourism is a leading sector in producing revenue in several countries worldwide (Subadra & Nadra, 2006). Although tourism sector is highly important, there were two different views concerning tourism development strategy (Leiper, 1981; Yoeti, 2006). **First view**, saw that tourism development should be emphasized on its contribution toward economy growth rate. This could only be realized if tourism development strategy was based on global values. Global values were values incline toward economy productivity priority as the effort to adapt with market demand factor (Spillane, 1994). Consequence of this first view would be ignoring local values since it is assumed to be hindering in realizing tourism market demand. Since this view is ignoring local values, this would create high conflict risk. **Second view**, saw that tourism development should be emphasized in local

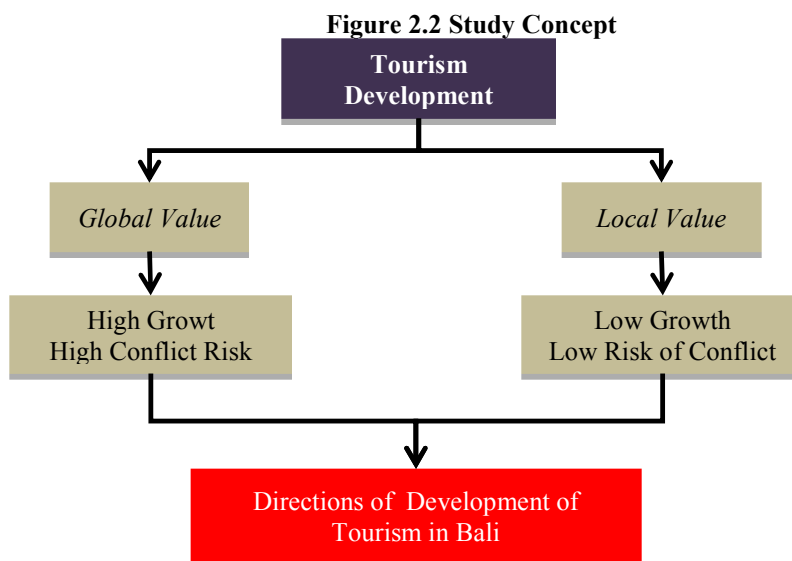
values development. In this second view, local values within society became dominant priority value than adopting global values. This is due to development which support local participation and the importance to preserve local values (Tjager, 2003). Though conflict risk is low since this view could synergize and able to adopt local values, but its implication toward growth acceleration is also low. Lower growth acceleration was caused by local value basic which is unable to fulfill all market demand factor viewed incompatible with local values (Dasgupta, 1997).



Source: *Synthesis Theory* (Leiper, 1981; Ryan, 1991; Spillane, 1994; Cooper & Jackson, 1997; Mill, 2000)

Both tourism development views above had its consequence toward tourism growth. Tourism growth itself had been categorized into three stages, that is: (i) initial stage, (ii) development stage and (iii) continuation stage. Figure 2.1 describe that both view of tourism development showed by curve had its own strength and weaknesses and its own implication toward each stages. Blue curve is tourism development view based on global values, and red one is local values. In global values view, initial stage had the same trend with local values, in which this stage would include exploration of tourist destination. However, development in the development stage would tend to show high growth rate way above local value curve. The high development level in global values view was due to quick investment supporting rapid development. It is different with local values in which not all investment could be taken (there should be adaptation with local values). However, in continuation stage, this showed different symptom. In global values view, this stage is quite risky since conflict risk with local people is high. This risk could become investment obstacle for long term investment. The different thing occur with local values view, in which during continuation stage there wont be (is highly unlikely) conflict risk. Thus, in this continuation stage, local values view would able to justify environmental conductivity which could become stimulation for long term investment (Cooper and Jackson, 1997).

Based on the above tourism development theory, this study concept would be concerning tourism development which covers two views, that are: (i) global values; and (ii) local values. Global values had high growth characteristic, but its conflict risk is also high. While, local values had lower growth characteristic with lower conflict risk. Both views should be considered to determine direction of tourism development in Bali.

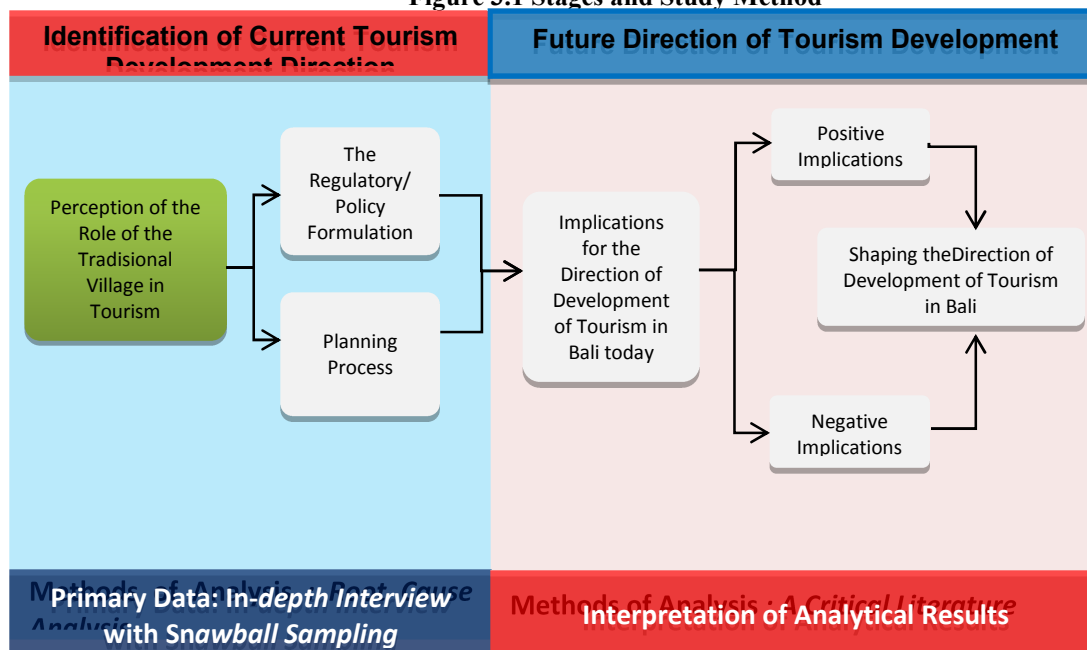


### 3. Research Methods

This study was divided into two study focus, (i) identification of tourism development direction in Bali currently and (ii) to see tourism development direction for Bali in years to come (see Figure 3.1). To found out first stage, approach being used in this matter would be qualitative approach. While for second study focus, approach used would be critical literature review.

Qualitative approach in this study was used since data gathered is primary data to found out perception in roles of Desa Adat in tourism development in Bali. The role of Desa Adat was also reflection of tourism development condition in Bali at current situation. If the role of Desa Adat is quite high, then it had inclination to adopt local values, on the contrary, if it is low, then it incline to adopt global values. Role of Desa Adat could be seen based on two process, (i) process in regulation or policies formulation; and (ii) process in planning. To found out this identification, analysis method being used in this study would be Root Cause Analysis or RCA. Consideration in using RCA was this approach was more methodical and able to presented in order to help thinking process and conversation process to compile identification.

**Figure 3.1 Stages and Study Method**



Meanwhile, to determine direction of tourism development direction onwards, first measure would be to see what is the implication of current tourism development. This implication would include positive and negative. Both implication would be interpretation of analysis result which would be seen and related with critical literature review. Both analysis combination would become consideration in shaping tourism development

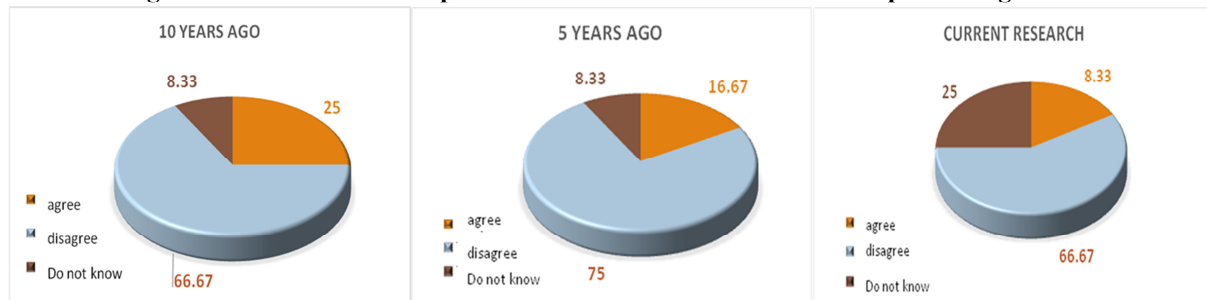
direction in Bali.

#### 4. Result and Discussion

##### 4.1 Role of Desa Adat in Regulation Formulation and Tourism Development Planning Compiling

Based on result of in-depth interview and observation of Desa Adat existence, it is obtained that the role of Desa Adat in tourism development regulation formulation in Bali is decreasing, and it could be said that this institutional form is less involved in tourism development. This was indicated by small role of Desa Adat in 10 years ago, 5 years ago and in current situation which had average 65 percent stated to be left uninvolved.

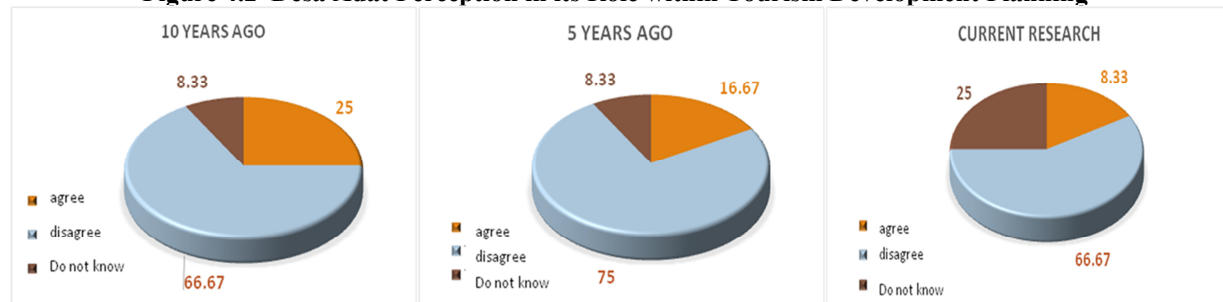
**Figure 4.1 Desa Adat Perception in its Role within Tourism Development Regulation**



Source: Calculated of Primary Data

Meantime, the role of Desa Adat in tourism development planning formulation in Bali also showed that they were not much involved (Figure 3.2). The same goes with the role of Desa Adat in development regulation, left uninvolved in planning formulation and indicated with average 65 percent stated to be left uninvolved. Less involved of Desa Adat either in regulation or development planning had indicated that the role of Desa Adat in tourism development in Bali is very weak.

**Figure 4.2 Desa Adat Perception in its Role within Tourism Development Planning**



Source: Calculated of Primary Data

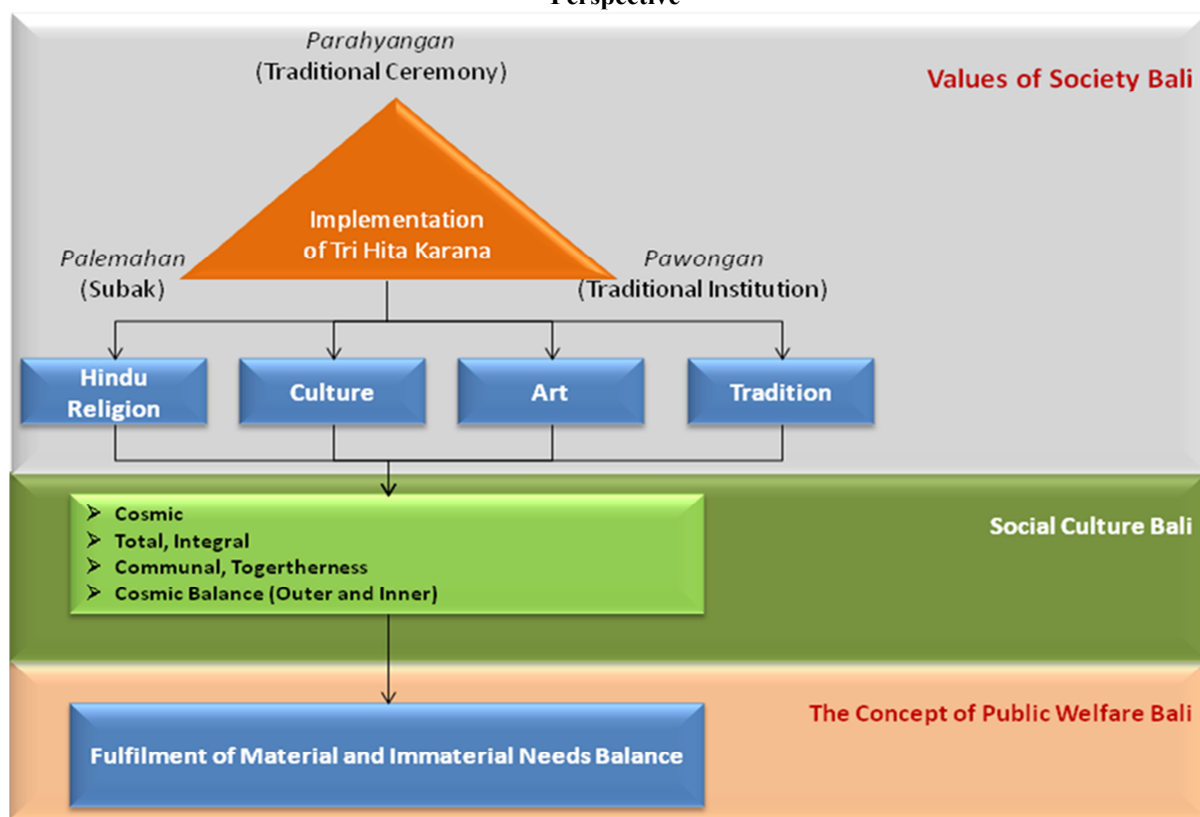
Based on the result of in-depth interview using RCA, root cause of weak role of Desa Adat in tourism development in Bali was caused by two factors. **First**, internal factor of Desa Adat, which is caused by weak orientation of Desa Adat concerning the importance of tourism development impact toward people's welfare concept in Bali. This Balinese welfare concept was known as Tri Hita Karana, that is: (i) relationship with God, (ii) relationship among humankind; and (iii) relationship with nature. These three components of Tri Hita Karana would formed Balinese welfare concept in material and immaterial nature. The weak orientation of Desa Adat concerning the importance of tourism development impact toward Tri Hita Karana, had causing three different conflict: (i) conflict related with environment, (ii) conflict related with social people and (iii) conflict related with religious norm. Tourism development impact was not affecting in matter but also in immaterial through growth rate to ensure the continuity and quality in holding religious rituals (Erawan, 1999). **Second**, external factor of Desa Adat, which is caused by assumption held concerning Desa Adat being inefficient and ineffective if being involved in tourism development process. This was caused by two factors: (i) weakening the role of Desa Adat in planning formulation and (ii) weakening the role of Desa Adat in regulation or policy formulation.

Since the role of Desa Adat is quite weak toward tourism development in Bali, it is found that tourism development direction in Bali at this moment still tend to use global values. This finding strengthening several previous arguments, such as said by Ardika & Belwood (1991), that tourism development direction in Bali showed modernism symptom that is no longer rooting in local norms. This global values was indicated with secular lifestyle, pragmatism, individualism, materialism, and hedonism. Meanwhila, local values is less paid attention to, thus sacred Balinese sense had become less, no longer had the sense of togetherness, and outdated cosmic balance (material and immaterial). This indication had influencing conflict potential in tourism development in Bali (Ardika et al., 1997).

Based on the field finding, several conflicts regarding tourism development in Bali could be mapped into four type: (i) conflict occur when tourism conduct Adat/custom and Religious commercialization; (ii) conflict occur regarding development of tourism area collided with sacred area; (iii) conflict occur regarding development of tourism area collided with agricultural area; and (iv) conflict occur regarding boundaries of Village and Village' lands. From these several conflicts, it was causing Desa Adat into marginal entity, unable to do much for its people, unable to build and develop itself in conceptual and strategic manner, and just become the object of development.

Desa Adat was a manifestation of local institution order which actually had important role in development direction (Pitana, 2005). Nika (2001) suggest that the existence of Desa Adat in Bali is highly important to bond itself into one territorial group bond to brought easier achievement of all life needs, physically or mentally. The existence of Desa Adat in Bali in its implementation had brought large contribution particularly in religious, social, cultural, autonomy and defense. This condition indicated that Desa Adat in Balinese life had an important role. Moreover, Ardika & Belwood (1997), Ardana (2000) and Dwipayanan & Krisdyatmoko (2002) suggested that important roles of Desa Adat could be differentiated into three level as in Figure 4.3 below:

**Figure 4.3 Understanding on Importance of Desa Adat in Development: Based on Critical Literature Perspective**



Source: Analysis of Findings

Theoretically, these three level importance of Desa Adat could be explained as follows:

- Desa Adat is an instrument to realized Tri Hita Karana of Balinese people. One of most important component of Desa Adat is its norm power within Tri Hita Karana. Tri Hita Karana could be said as the trilogy of life concept in which God, human and nature stand in each corner as the absolute component of universe. Tri Hita Karana was implemented into three forms. First, Parahyangan, a realm in which God lived and realized in custom ceremonial mechanism. Second, Pawongan, in which human kind live their life in its physical and spiritual dimension, using Desa Adat as its instrument. Third, Pelemahan, universe under human degree, such as the world of plants, animals or living environment. These three components would be manifested in Balinese people's life through the thickness of Hinduism, culture, art, and tradition. These dimensional variety had become united and forming welfare concept for Balinese that carrying two aspect, material and immaterial.
- Desa Adat as representation of social and culture of Balinese people. Desa Adat is the manager of spiritual aspect which produce life spirit for Balinese people. This life-spirit would be realized in various custom/tradition ceremony, art or tradition. This manifestation is symbolize with (i) sacred buildings as manifestation of Parahyangan; (ii) existence of organization with its sets of equipment,



members (karma), management (prajuru) with all its rules (awig-awig) and sanctions as the form and element of Pawongan; and (iii) subak irrigation system which had distinct boundaries and complete irrigation network (facilities) as the manifestation of Palemahan. This would cause social and cultural value of Balinese had the feature: (i) sacred, (ii) total and integral in implementing Tri Hita Karana, (iii) togetherness, communal and (iv) cosmic balance (material and immaterial).

3. Desa Adat as instrument to form Balinese welfare concept.

The harmony of human life is absolute feature of Tri Hita Karana. Human should comply the rules and nature norms suggested to him through religious tenets by God. This nuance is so thick among Balinese people, thus welfare concept as being explained above was directed toward fulfillment of material and immaterial balance.

This explanation suggest that Desa Adat is an important component among Balinese people' life. In tourism development context, Desa Adat should be involved and its participatory role in development should be considered. However, the involvement of Desa Adat in tourism development would brought influence in un-involvement of global values view. Global values is highly important in directing tourism as the leading sector of development (Janamijaya, 2003). Thus development that should be done is the need to compromise between global values and local values. Global values orientation was to defend tourism as leading sector in Bali, while local values tried to maintain Desa Adat as the development key to muffled the conflict risk. Therefore, tourism development fundamentals in Bali for years to come is highly important to keep accommodating global values and local values.

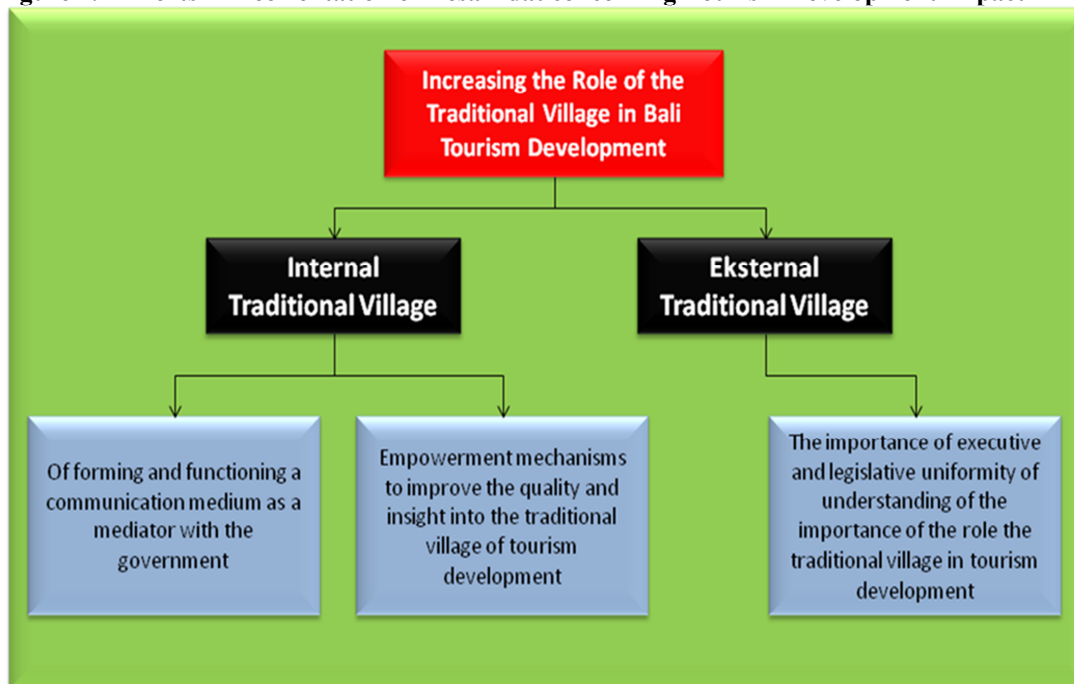
#### 4.2 Directions for future development of tourism in Bali

Efforts to accommodate global values and local values interest would need internal and external strategy.

1. Internal side is highly needed to strengthened Desa Adat orientation concerning the importance of tourism development impact with global values toward Balinese welfare concept, Tri Hita Karana. Theoretically, high growth rate carry the potential to improve people's revenue and ensuring religious activities continuity (Erawan, 1999).
2. External side is highly needed to strengthened compromise policies between global values and local values. This policy could be done if referring to planology (Nirwandar, 2012). Based on Rencana Tata Ruang Wilayah (RTRW) of Bali Province, tourism center mapping was differentiated into four region – south, north, east and west regions. All these time, these four regions has contribute high economy growth. Though in RTRW document of Bali Province had mapped tourism development area based on cultural and modern tourism, finding in this study reveal that in average, Desa Adat was not involved in its development process. Thus there should be sharpening and directing concerning which tourism region would be concentrated in local values and which one would concentrate in global values. Based on the above discussion, improvement in tourism developmental direction should refers to two main components: (i) reorientation of Desa Adat concerning tourism development impacts toward implementation of Tri Hita Karana, and (ii) sharpening of function in tourism development region between south, north, east and west.

Efforts in reorientation of Desa Adat to see the importance of tourism development impact in Bali could be done using development: (i) shaping and functioning communication umbrella as mediator with government; (ii) there should be empowerment mechanism to improve quality and knowledge of tools in Desa Adat concerning tourism development and (iii) the importance of uniformity in executive and legislative understanding concerning the importance of Desa Adat in tourism development. This could be described in Figure 4.4 as follows:

**Figure 4.4 Efforts in Reorientation of Desa Adat concerning Tourism Development Impact in Bali**



*Source: Analysis of Findings*

Whilst compromise effort between global values and local values through sharpening of RTRW could be done using RTRW review programmed by government of Bali Province. Based on the document analysis, all region has yet showed which orientation strengthening to be used in global values and which would be concentrated into local values. Meanwhile, centre of tourism that contribute high amount toward average growth would be south region (such as Kuta and Sanur), thus tourism development in south region should be based on global values to encourage development growth in Bali. While, region development based on local values would tend to use west, north and east region. By using this concentration planning, tourism development in Bali was expected to be a tourism development characterized by high growth.

## 5. Results Limitation

Results of this study had carry several limitation and could be divided into two kinds:

1. The understanding concerning importance of Desa Adat in its tourism development was only based on literature review, and should be reaffirm using participatory study.
2. With limitation in time and cost, there were still unrevealed information concerning “Why Desa Adat was conceived as having weak role in tourism development?”

## 6. Conclusion and Suggestion

### 6.1 Conclusion

Based on the finding and critical literature study, conclusion of this study would be:

1. Tourism development in Bali currently accommodating global values interest.
2. There were tourism growth acceleration in Bali together with high conflict risk.
3. In years to come, there should be reorientation of tourism development direction in Bali, particularly to improve local role so that tourism development in Bali could become characterized tourism development.

### 6.2 Suggestion

1. Tourism development in Bali is in need of sharpening within its tourism region development
2. There should be reorientation in tourism development impact toward implementation of Tri Hita Karana.
3. There should be explorative advanced study concerning understanding the importance of Desa Adat in tourism development.

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