

## Metamorphosa Based Tourism Bali "Dewata Nawa Sanga" Sustainable

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### Abstract

This research is in the field of tourism architecture and economics, other disciplines such as , ecology, culture is supporting this research. "*Dewata Nawa Sanga*" rooted in Hindu Religion became the basis of the development of tourism in Bali, so researchers must first dig a local concept that implicates all aspects of social life in Bali. The goal of this research is uncovering, analyzing investment opportunities based tourism in Bali with Bali *Dewata Nawa Sanga* as a sustainable local wisdom. The methodology used in this study is Explorative Rationalistic, with descriptive qualitative analysis. Multi-dimensional concept spirit of Dewata Nawa Sanga rooted in Hindu Religion is a local wisdom. The basic principles of the concept of "Dewata Nawa Sanga" is as follows: There are nine dimensions into the basic principles of the development of tourist destinations, namely: (1) The dimensions of the creation of spaces of economic, social space, culture, recreation and religious space (2) Dimensions maintenance, this dimension is closely related to the word ongoing (3) Dimensions balance, the balance of micro and macrocosm, or man and nature (4) Dimensions Ritual as magnetic excursions followed intangible investment in the entire system of tourism by all stakeholders, both domestic and foreign, (5) Dimensions store, (6) Dimension Selection / asorbsi, (7) Dimensions neutralize, (8) Dimensions Togetherness, this dimension is closely related to the word of mutual cooperation, partnership / joint (9). Dimensions of the forces of nature. Of exploration revealed that pretended place *stananya* the gods in Hindu cosmology called Gods Nawa Sanga become focal points of growth of tourism in Bali. All County and City have the same opportunities with a variety of typologies development of tourism destinations, while the district is, Karangasem, Bangli, Klungkung, Gianyar, Badung, Tabanan, Buleleng and Jembrana. Typology Destinations can be investment opportunities are as follows: (1). Marine tourism, (2). Tourism Mountain and Lake, (3). Rural Tourism, (4) Cultural Tourism, (5). Agro-ecotourism (6). Business Tourism and Handicraft, (7). Religious Tourism / Tirta Yatra, (8). Sport and Leisure Tourism, (9). Culinary, (10). Tourism Mice, (11) Agricultural Tourism both at sea and on land.

**Keywords:** Metamorphosis, Tourism Investment, Gods Nawa Sanga, Sustainable

### INTRODUCTION

Questions will be answered in this study is whether the concept of "Gods Nawa Sanga" as the basis of sustainable tourism investment Bali? "Gods Nawa Sanga" is a concept that has a philosophy of Hindu cosmology strong relationship between man and nature as Bhuana Alit as Bhuana Court, the concept is rooted in Vedic Atarwa and is derived from the concept of Panca Maha Bhuta the view that human nature and source of the five elements the same: ground (earth), water (apah), air (wind), beam (cassia) and akasa / eiter (emptiness). In a universe cosmology Khayangan Bali Bali is believed that nature is maintained at every corner of the direction of the wind by Almighty God that manifests as a brilliant light of the god / gods. In every corner of the distanakan in pretend Khayangan Universe, the Pura Besakih, Ulun Danu Batur, Pura Andakasa, Pura Lempuyang, Silayukti Temple, Temple Siring, Pura Luhur / Uluwatu, Sakenan, Pura Tanah Lot, Pulaki Temple, Temple Hair Siwi , Pura Majapahit which ostensibly is becoming Khayangan Universe Bali. While God in the manifestation of the creator (Brahma), the Sustainer (Vishnu) and fuser (Ciwa) distanakan in every village throughout Bali Pekraman both in urban and rural areas, with Puseh temple, Pura Desa and Pura Dalem, known as Tri Murti. As for each kawitan have kawitan temple, and pemrajan / objections to their own homes. So that thus became the island with thousands of Balinese temples. Ostensibly as aspects of tangible and intangible aspects of becoming a ritual as a powerful magnet attracting tourists visiting Bali, in addition to the natural beauty of Bali. With the rise of tourists visiting Bali followed by investment activities in the entire system of tourism by all stakeholders of tourism. The number of foreign tourists visiting Indonesia as in the table below recapitulation of tourist arrivals revealed by Kemenbudpar of the year 2004 - 2010 show increased growth, with an average expenditure increased as well, thus making negarapun increased foreign exchange from tourism.

**Tabel 1. Rekapitulation Visit Foreign Tourist To Indonesia**

Tahun	Jumlah Wisatawan Mancanegara		Rata-Rata Lama Tinggal (Hari)	Rata-Rata Pengeluaran Per Orang (USD)		Penerimaan Devisa	
	wisman	Pertumbuhan (%)		Per Hari	Per Kunjungan	juta USD	Pertumbuhan (%)
2004	5.321.165	19,12	9,47	95,17	901,66	4.797,90	18,85
2005	5.002.101	-6,00	9,05	99,86	904,00	4.521,90	-5,75
2006	4.871.351	-2,61	9,09	100,48	913,09	4.447,98	-1,63
2007	5.505.759	13,02	9,02	107,70	970,98	5.345,98	20,19
2008*)	6.234.497	13,24	8,58	137,38	1.178,54	7.347,60	37,44
2009**)	6.323.730	1,43	7,69	129,57	995,93	6.297,99	-14,29
2010	7.002.944	10,74	8,04	135,01	1.085,75	7.603,45	20,73

Source : BPS. 2011

Bali tourism growth from 2005, 2006, 2007, 2008, until the year 2009 showed a significant increase in both foreign and domestic tourists. Information technology provides convenience for promotion to all foreign travel is a major factor in marketing tourism in Bali. The rising incomes and a growing number of vacation time into one of the motivations of people to vacation in Bali. Bali is an island, nature, culture, cultural artifacts has a uniqueness that is second to none in the world. Friendliness, honesty and security are the factors that make the tourists feel a long stay in Bali. Bali's unique nature, with white sand beaches winding has its own uniqueness. Mountains with lake is spectacular God's creation. Rivers and steep cliffs with rocks forming many waterfalls become a tourist destination. Green valley carved by the farmer with a Subak irrigation system into a beautiful living painting and produce food for the people's welfare. Alam Bali is an inspiration that brings life to the welfare of the community of artists, humanists and all stake holders in the World kepariwataan. Culture, customs born of Hinduism is the soul, spirit, breath merupakn magnets tourists to visit Bali. Various kinds of ritual, of Gods Yadnya, sage Yadnya and Manusa Yadnya be unique treats turn shades of Bali. Architecture Bali Bali is a cultural artifact is the result of a culture that is second to none in the world. This also became an inspiration lives world-class artists to give birth to his paintings are spectacular. Bali As Best Destinations Asia Pacific, Bali again crowned as the Best Island Destination in Asia Pacific (Best Island Destination Asia-Pacific in Asia Pacific) at the Fifth Annual Readers Choice Awards DestinAsian, February 8, 2010. The award is based on the choice of magazine readers This is a tribute DestinAsian 3rd time to the same category, namely in 2007, 2009 and 2010. In 2006 and 2008 Bali was voted Best Leisure DestinAsian. (Ministry of Foreign Affairs, 2010). Post-Bali II, foreign and domestic tourist arrivals showed an increase from year to year as in the table below

**Table 2. Visit Foreign and Domestic Tourist To Bali Tahun 2005 - 2009**



Source: Bali Dalam Angka 2010

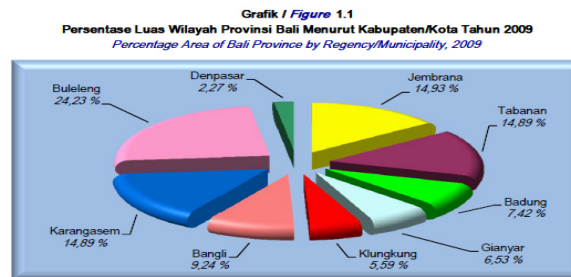
**Drawing 1 : Destination Tourism of Bali**



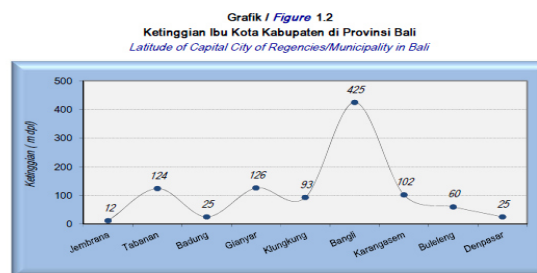
Source: Muharawan.blogspot.com

## GEOGRAPHY OF BALI,

Bali is part of the Lesser Sunda Islands, located 3.2 km from the island of Java. Bali is also known as the Island of the Gods and the island of thousand temples, because the temples are often found in the province, where the majority of Balinese Hindus perform religious rituals. Called the island of the gods because according to the belief of local residents of this island is the island of the gods. Bali is famous as a tourist destination due to its unique variety of art-culture. Geographically, Bali Province is located at the position of the coordinate point 80 03 40 - 50 48 80 South latitude 115o and 114o 25 53 42 40 Longitude East, borders are the North Sea in Bali, the south by the Indonesian Ocean, west of the Strait Bali, east of the Strait of Lombok. Governance area of Bali Province is currently divided into eight (8) districts and 1 (one) city, the Jembrana, Tabanan, Badung, Gianyar, Klungkung, Bangli, Buleleng, Karangasem and Denpasar, the capital of the province. Bali province area of 5636.66 km<sup>2</sup> overall or 0.29% of the Indonesian archipelago.

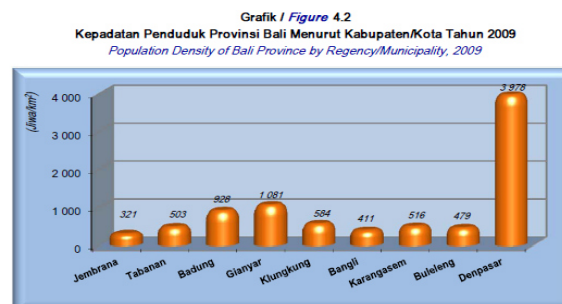


Source : Bali Dalam Angka 2010

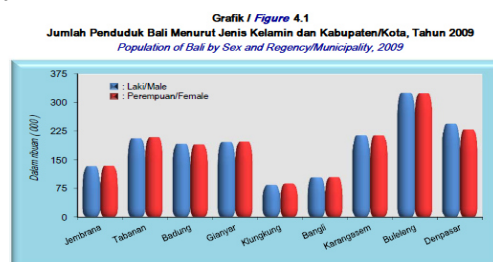


Source: Bali Dalam Angka 2010

## Demografi Of Bali



Sumber : Bali Dalam Angka 2010



Source : Bali Dalam Angka, 2010

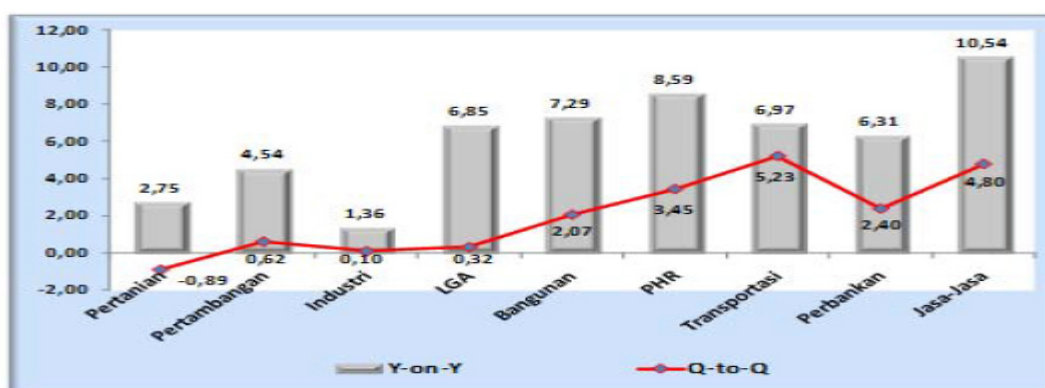
## ECONOMIC GROWTH OF BALI

Sumber Pertumbuhan Ekonomi Sektoral di Provinsi Bali  
 Triwulan III Tahun 2011 (dalam persen)

No	Lapangan Usaha	Sumber Pertumbuhan Trw III - 2011 (q-to-q)	Sumber Pertumbuhan Trw III - 2011 (y-on-y)
(1)	(2)	(3)	(4)
1	Pertanian	-0,17	0,54
2	Pertambangan dan Penggalian	0,00	0,03
3	Industri Pengolahan	0,01	0,14
4	Listrik, Gas dan Air Bersih	0,00	0,10
5	Bangunan	0,08	0,29
6	Perdagangan, Hotel dan Restoran	1,12	2,76
7	Pengangkutan dan Komunikasi	0,57	0,78
8	Keuangan, Persewaan dan Jasa Perusahaan	0,17	0,45
9	Jasa - Jasa	0,67	1,46
<b>PDRB</b>		<b>2,46</b>	<b>6,54</b>

Source: BPS 2011

Laju Pertumbuhan Ekonomi Sektoral di Provinsi Bali  
 Triwulan III Tahun 2011



Source: BPS 2011

## METHODOLOGY

The methodology used in this research is the application of multi-methods methodology include Explorative Rationalistic, typology for the analysis and classification of data, qualitative descriptive analysis. Method to obtain the data is explorative, the data obtained from field observations and observations electronic media

## "DEWATA NAWA SANGA" BASIS WHICH SUSTAINABLE TOURISM INVESTMENT

The concept of the Gods Nawa Sanga rooted in the concept of Panca Maha Bhuta, which states that human nature and source of the same elements, namely: in nature there is earth / ground in the body of men is there in the form of bones, in nature there is water / apah, in the body of men is 60 percent composed of water, in nature there exist teja / heat in the body of men is no fire, there dialam air / wind in the human body there is an air of oxygen for life, in nature there is a vacancy in the body there is a human being empty spaces.

## DEWATA NAWA SANGA IN MACROCOSMIC

In the teachings of Hinduism revealed that the natural universe (macrocosmic) in every corner is always guarded by God Almighty, which manifests as a brilliant light of the god, or gods.

<b>Kaja Kauh</b> Dewa Sangkara Warna Hijau Aksara Si Angka 8	<b>Kaja</b> Dewa Wisnu Warna hitam Aksara A Angka 4	<b>Kaja Kangin</b> Dewa Sambu Warna Biru Aksara Wa Angka 9
<b>Kauh</b> Mahadewa Kuning Aksara Ta Angka 3	<b>Tengah</b> Ciwa Campur Aksara I dan Ya Angka 5 dan 10	<b>Kangin</b> Iswara Putih Aksara Sa Angka 1
<b>Kelod Kauh</b> Rudra Orange Aksara Ma Angka 7	<b>Kelod</b> Brahma Merah Aksara Ba Angka 2	<b>Kelod Kangin</b> Mahaswara Merah Muda Aksara Na Angka 6

Sumber: Panugerahan Swastika, 1980

### DEWATA NAWA SANGA IN MICROCOSMIC

God is present in all humans, on each element of the human body, God will always keep His creation if man is always aware and always closer to Him.

<b>Limpa</b> Dewa Sangkara Warna Hijau Aksara Si Angka 8	<b>Empedu</b> Dewa Wisnu Warna hitam Aksara A Angka 4	<b>Pori-pori</b> Dewa Sambu Warna Biru Aksara Wa Angka 9
<b>Ginjal</b> Mahadewa Kuning Aksara Ta Angka 3	<b>Simpul Saraf &amp; Susunan Tubuh</b> Ciwa & Icana Campur Aksara I dan Ya Angka 5 dan 10	<b>Jantung</b> Iswara Putih Aksara Sa Angka 1
<b>Usus</b> Rudra Orange Aksara Ma Angka 7	<b>Hati</b> Brahma Merah Aksara Ba Angka 2	<b>Paru-paru</b> Mahaswara Merah Muda Aksara Na Angka 6

Sumber: Panugerahan Swastika, 1980

Multi-dimensional concept of Spirit Dewata Nawa Sanga rooted in Hindu Religion is a local wisdom. The basic principles of the concept of "Dewata Nawa Sanga" is as follows: There are nine dimensions into the basic principles of the development of tourist destinations, namely: (1) The dimensions of the creation of spaces of economic, social and cultural space and religious space (2) Dimensions maintenance, This dimension is closely related to the word ongoing (3) Dimensions balance, the balance of micro and macrocosm, or man and nature (4) Dimensions Ritual as magnetic excursions followed intangible investment in the entire system of tourism by all stakeholders, both domestic and foreign, (5) Dimensions store, (6) Dimension Selection / asorbsi, (7) Dimensions neutralize, (8) Dimensions Togetherness, this dimension is closely related to the word of mutual cooperation, partnership / joint (9). Dimensions of the forces of nature.

### METAMORPHOSA AND TOURISM INVESTMENT OPPORTUNITIES OF BALI

The existence of the universe as a magnet Pura Khayangan tangible turned on by a ritual activity as intangible aspects of a point of growth in the creation of economic spaces. On the other hand the beauty of nature into the tourism sector investment option especially hotels, restaurants and recreational areas The development of Bali



tourism investment showed a significant increase both foreign and domestic investment, but still seems the gap between planning and realization,

**Tabel 4. Domestic Investment Development Year 2003 - 2009**

Tahun	Investasi			Tenaga Kerja			
	Rencana (Rp)	Realisasi (Rp)	(%)	Indonesia		Asing	
				Rencana	Realisasi	Rencana	Realisasi
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
2003	706 146 415 300	49 140 820 000	6.96	2 507	499	15	-
2004	819 874 900 000	66 136 381 682	8.07	3 386	269	71	-
2005	3 245 188 000 000	46 466 880 963	1.43	823	1 128	5	-
2006	8 527 625 000 000	40 651 553 409	0.48	660	137	-	-
2007	665 876 749 900	15 651 776 955	2.35	1 025	261	-	-
2008	1 185 133 000 000	28 991 000 000	2.45	667	102	-	-
2009	10 516 659 390 000	35 038 759 440	0.33	12 703	162	-	-

Source : Bali Dalam Angka, 2010

**Tabel 5. Foreign Investment Development Year 2003 – 2009**

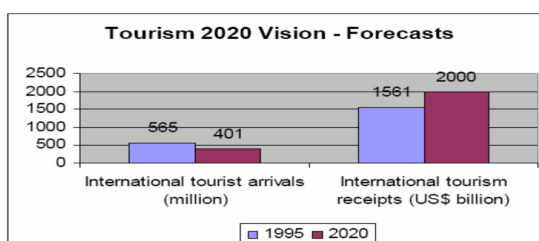
Tahun	Investasi			Tenaga Kerja			
	Rencana (Rp)	Realisasi (Rp)	(%)	Indonesia		Asing	
				Rencana	Realisasi	Rencana	Realisasi
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
2003	2 103 152 734 035	216 927 046 700	10.31	5 664	380	327	2
2004	3 392 923 500 937	952 117 575 500	28.06	7 037	2 390	304	8
2005	1 864 051 332 269	995 768 018 527	53.42	8 127	3 856	123	28
2006	2 071 933 755 594	900 489 756 628	43.46	9 622	2 962	29	2
2007	1 669 019 409 917	497 401 914 320	29.80	5 328	3 271	17	14
2008	9 078 750 316 251	735 068 833 640	8.10	8 977	2 946	333	8
2009	1 968 613 929 100	1 200 580 026 100	60.99	8 515	2 340	335	4

Source : Bali Dalam Angka, 2010

### PREDICTION BASED ON THE GROWTH OF TOURISM PLANNING GLOBAL

Tourism Indonesia likely to attract tourists as well as make Indonesia as the leading destinations of the world. But on the other hand Indonesian tourism will face increasingly fierce competition to grab a share of the world tourism market. The World Tourism Organization (2001) predicts that the number of international arrivals worldwide will increase from 565 million in 1995 to almost 1.6 billion in 2020 and revenues (receipts) from international tourism (excluding transport) diperk irakan reach US \$ 2 trillion. 10 This volume represents the average growth rate - overall average time period from 1995 to 2020 amounted to 4.1 percent, and the slow rate of growth between the years 1995 to 2000 as a consequence of the Asian financial crisis (WTO 2001). The world tourism growth can be captured as an opportunity to develop national tourism.

### PREDICTION GROWT TOURIST DATA WTO UNTIL YEAR 2020



Data Aktual WTO Tentang Visi Tourist Year 2020 (Dadang, 2010)

Visi WTO 2020: Perkiraan Wisata Inbound, Regional (World by Regions)						
Kedatangan Wisatawan internasional berdasarkan Wilayah Penerima Wisatawan (milyar)						
	Tahun	Perkiraan		Angka Pertumbuhan Rata-rata 1995-2020	Pangsa Pasar %	
		1995	2020		1995	2020
Jumlah	565.4	1,006	1,561	4.1	100	100
Afrika	20.2	47	77	5.5	3.6	5.0
Amerika	108.9	190	282	3.9	19.3	18.1
Asia Timur/Pasifik	81.4	195	397	6.5	14.4	25.4
Europe	338.4	527	717	3.0	59.8	45.9
Middle East	12.4	36	69	7.1	2.2	4.4
South Asia	4.2	11	19	6.2	0.7	1.2
Intraregional (a)	464.1	791	1,183	3.8	82.1	75.8
Jarak jauh Long-Haul (b)	101.3	216	378	5.4	17.9	24.2

Sumber: World Tourism Organization (WTO) 2001 – (Data aktual sesuai WTO database Juli 2000)

Referring to the prediction of global tourism growth will impact on the growth of tourism in Bali, so that the appropriate response action planned for Bali tourism in accordance with the potential of natural resources, cultural, human, social organization, the planning can be done in a holistic manner with a concept based on the Gods Nawa Sanga by creating satellite - new tourism region, to create growth is not evenly centered in Badung. The first step in planning is thorough repair Khayangan Jagat pretend that become points of growth of tourism in Bali. After then implies the concept of Gods Nawa Sanga in each planning unit, The basic principles of the concept of "Gods Nawa Sanga" is as follows: There are nine dimensions into the basic principles of the development of tourist destinations, namely: (1) The dimensions of the creation of spaces economic, social space, culture, recreation and religious space (2) The dimensions of maintenance, this dimension is closely related to the word ongoing (3) Dimensions balance, the balance of micro and macrocosm, or man and nature (4) The dimensions of ritual as a magnet intangible excursions followed investment in the entire system of tourism by all stakeholders, both domestic and foreign, (5) Dimensions store, (6) Dimension Selection / asorbsi, (7) Dimensions neutralize, (8) Dimensions Togetherness, this dimension is closely related to the word of mutual cooperation, partnership / joint (9). Dimensions of the forces of nature. The following is an analysis of researchers who collaborated with the data obtained from the Investment Coordinating Board, 2006, in the final report preparation and printing of the investment profile in tourism, Tourism Business Directorate, Director General of Tourism Destination Development Dep.BudPar 2007

#### **TOURISM INVESTMENT PLANNING OF BALI**

- 1) Buleleng Perbaikan Pura Pulaki, dan memelihara hewan liar (mongkey forest of Pulaki) , Pusat Rekreasi dan Pengembangan Wisata Dolpin (lumba-lumba) Pengembangan wisata Bahari bekas pelabuhan Buleleng (Grogak) Pengembangan Wisata Danau Buyan dan Tamblingan, Construction of people-based port in Pegamatan Bay, Pengembangan Hotel Bintang Kawasan Wisata Batu Ampar, Konservasi dan Pengembangan Taman Safari Pulau Menjangan (flora dan fauna), Pengembangan Taman Bahari Pulau Menjangan (diving, snorkling, surfing dll), Industri Pengolahan Rumput Laut (SEAWEED) di Buleleng, Perbaikan Pura Segara dan Pura Kelenting Sari di Pulau Menjangan, International Airport Letkol Wisnu, L.80 HA
- 2) Jembrana : Perbaikan Pura Rambut Siwi, dan Pura Majapahit, Pengembangan AGRO-EKO-KULTUR – Wisata, Memungkinkan untuk perencanaan Internasional Airport, Pengembangan Taman rekreasi Makam Jaya Prana dapat menjadi TAMAN REMAJA , Pengembangan Wisata Bahari
- 3) Tabanan : Perbaikan Pura-pura yang menjadi titik pertumbuhan kawasan wisata,, Pengembangan kawasan wisata Yeh Panes and bamboo forests, Mekuri forest , Agro-Tourism development in Cadikuning, Jatiluwih and Batungsel Village, Pengembangan Pantai Soka Tourism area (star hotel, restaurant, entertainment), Construction of swimming pool at Sanggulan (a parking area is available)
- 4) Gianyar : Perbaikan secara periodik pura Tampak Siring, Samuan Tiga, dan pura2 pada masing2 Desa Pekraman, Arrangement of Samuan Tiga Bedulu Tourist arena (As a tourist informational center and exhibition for artistic crafts), Arrangement of Bukit Jati Tourism object (camping ground, meeting, and training center) , Development of Marine Tourism (Location is available) , Development of State Sidan tourism object (performing stage is available) , Development of State Sidan tourism object (performing stage is available) , Promotion and trade center for handicrafts and small enterprises products in Sukawati district, (location available) , Pengembangan bentuk-bentuk Desa Wisata Ukir kayu di Desa Guwang Sukawati , Pengembangan Desa Wisata Ukir Logam di Celuk Sukawati , Pengembangan Hotel , villa, bungalow, di Pantai Lebih, Saba, dan Ketewel Sukawati
- 5) Bangli : Perbaikan Pura Batur dan kawasannya, Development of a recreational spot in Lake Batur area (infrastructure and water sports facility available) , Spiritual tourism at Kuning Waterfall (2 hectares of land available) , , Horse riding activity at Kintamani District (very good potential, very scenic panoramas), Natural tourism's development of Bukit Jati (Infrastructures and 2 hectares already available), Development of Penglipuran Traditional village for tourism hectares of adat traditional village with infrastructures available) , Orange and coffee agro-tourism's development in Kintamani District (Infrastructures, 5 hectares of land, orange and coffee plants already available) , Bangli Hill eco-tourism's development (Infrastructure and 2 hectares of land available) , Development of Bukit Gde Bungbung Alengkong tourist object (Beautiful sceneries, 2 hectares of land available)
- 6) Klungkung : Perbaikan dan pengembangan Pura Gowa Lawah sebagai magnet pertumbuhan wisata merupakan Khayangan jagat , Port development in Dawan and Klungkung district (20 hectares of land, ferry boat for 500 passengers) , Integrated tourist objects and draws-resort, field, golf, and marina in Dawan and Klungkung district (75,4 hectares), Estuary dam in ex-C digging area in Dawan and Klungkung Districts(20 hectares land area with 11,2 hectares already available, abundant water) , Integrated tourist objects and draws at Tegai Besar, Lembang, and Klotok beaches (2,261 hectares), Bukit Abah tourism area, (Scenic view.100.175 hectares, ownership: private-owned)

- 7) Karangasem : Perbaikan secara periodik Pura Besakih, Pura Dalem Puri sebagai pusat Khayangan Jagat Bali, Accommodation- Star hotel in Karangasem, Kubu, and Manggis districts (land: Private individual land), Cultural/tourist village development in Bebandem District, Marine tourism development in Kubu District (Supported by aato/traditional village), Forest tourism development in Abang District (Land: farmers' land), Agro-tourism- Zalacca plantations in Bebandem District (land: Private/individual lands)

### **TOURISM INVESTMENT OPPORTUNITIES NUSA PENIDA KLUNGKUNG**

Aspects of planning that is suitable for Nusa Penida with natural resource conditions are contoured, potential maritime wealth are: (1). Repair Pretending As Magnet Tirta Yatra (Dalem Ped, some Pura Pura Segara and Puseh, village, tradional each village), (2). Repair and procurement of road infrastructure, (3). Planning Cultural Park, (4). Planning Maritime Museum and the Center for Marine Life Conservation, (5). Port repair and support facilities, (6). Industry Planning Sea Weed (seaweed processing industry), (7). Environmental Improvement Village / Village Tour with traditonal Architecture magnet, (8). Accommodation Planning Area, (9). Resto Planning Area (10). Planning Sport (Golf and Tennis) and Entertainment Area, (11). Planning Biker, Motor Cycle and Car Circuit Area, (12). Planning Outbound and Camping Area, (13). Planning Seawater Treatment Center, (14). Planning Rekreation park (peak Mundi) Electricity Area, (15). Planning Art and Traditional Market (16). Marina Snorkeling, Diving School, Fishing, Sailing, mangrove Tour

### **CONCLUSION**

The conclusion that can be drawn from this paper is that the development of tourism investment Bali was growing and developing of magnetic tangible and intangible Ostensibly Khayangan Jagat which in the temple became a berstananya the gods that the rays of the Lord called to the Gods Nawa Sanga, the basic principles of the concept of "Dewata Nawa Sanga" is as follows: There are nine dimensions into the development of tourist destinations basic principles are: (1) The dimensions of the creation of spaces of economic, social space, culture, recreation and religious space (2) Dimensions maintenance, this dimension is closely related to the word ongoing (3) Dimensions balance, the balance of micro and macrocosm, or man and nature (4) Dimensions Ritual as magnetic excursions followed intangible investment in the entire system of tourism by all stakeholders, both domestic and foreign, (5) Dimensions store, (6) Dimension Selection / asorbsi, (7) Dimensions neutralize, (8) Dimensions Togetherness, this dimension is closely related to the word of mutual cooperation, partnership / joint (9). Dimensions of the forces of nature. From the analysis revealed that pretended place berstananya the gods in Hindu cosmology called Gods Nawa Sanga become focal points of growth of tourism in Bali. All County and City have the same opportunities with a variety of typologies development of tourism destinations, while the district is, Karangasem, Bangli, Klungkung, Gianyar, Badung, Tabanan, Buleleng and Jembrana. Typology Destinations can be investment opportunities are as follows: (1). Marine tourism, (2). Tourism Mountain and Lake, (3). Rural Tourism, (4) Cultural Tourism, (5). Agro-ecotourism (6). Business Tourism and Handicraft, (7). Religious Tourism / Tirta Yatra, (8). Sport and Leisure Tourism, (9). Culinary, (10). Tourism Mice, (11) Agricultural Tourism both at sea and on la

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