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The impact of cultural tourism on local traditions

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ABSTRACT

This research paper investigates the impact of cultural tourism on the preservation of local traditions in Penglipuran Village, Bali, aiming to understand how tourism influences community practices and identity. The study employs a qualitative case study methodology, utilizing in-depth interviews, participatory observation, and document analysis to gather comprehensive data from local residents, community leaders, and tourism stakeholders. Key findings reveal that while cultural tourism has generated economic benefits and increased awareness of local heritage, it has also led to significant alterations in traditional practices, including the commercialization of sacred ceremonies and changes in architectural styles. The research identifies both supporting factors, such as community engagement in tourism management, and hindering factors, such as the risk of cultural dilution. Notably, the study emphasizes the importance of community perspectives in shaping sustainable tourism strategies that balance economic growth with cultural preservation. The novelty of this research lies in its focused examination of a specific village context, highlighting the unique dynamics between cultural tourism and local traditions while providing actionable recommendations for enhancing community involvement in heritage preservation. This work contributes to the broader discourse on sustainable tourism by offering insights into effective practices that can be adopted by other communities facing similar challenges.



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Introduction

The World Tourism Organization defines sustainable tourism as tourism that fully takes into account current and future economic, social, and environmental impacts, addressing the needs of visitors, industry, environment, and host communities. The three pillars of Sustainable Tourism are environmental sustainability, social sustainability, and economic sustainability. In the 2030 Agenda for Sustainable Development, SDG 8.9 targets aim to promote Sustainable Tourism that creates jobs and promotes local culture and products by 2030 (Carter & Fabricius, 2007). The importance of Sustainable Tourism is also highlighted in SDG 12 targets. The Sustainable Tourism Development Indicator is a metric used to measure the level of sustainability in the tourism industry, serving as a guide for tourism destination managers at national, regional, and local levels (Carter & Fabricius, 2007). By addressing the research gap and focusing on specific strategies for preserving local traditions in Penglipuran Village, this study aims to contribute to the development of sustainable tourism practices that balance economic benefits with cultural preservation.



Figure 1. The condition of Penglipuran Village during the peak visitor season, Source Image by balihibalihan (2024)

Figure 1 illustrates that cultural tourism plays a significant role in Bali's economy, attracting both domestic and international visitors to villages like Penglipuran. However, the rapid growth of tourism raises concerns about the preservation of local traditions, necessitating a deeper understanding of its impacts. Cultural tourism has become a significant aspect of Bali's tourism industry, with many villages like Penglipuran Village showcasing their rich cultural heritage to both domestic and international visitors. However, the rapid growth of tourism poses a critical concern for the preservation of local traditions. While numerous studies have examined the economic and environmental impacts of tourism few have specifically explored the impact of cultural tourism on the preservation of local traditions. This lack of focus on specific villages means that existing research often lacks an in-depth understanding of the dynamics in certain tourist villages (Anderson et al., 2014), (Muliawan & Pratiwi, 2023), (Yuliani et al., 2024).

Concepts such as cultural commodification and the dynamics of tradition change should be discussed to strengthen the theoretical foundation. The relevance of this research could be enhanced by connecting it to global trends in cultural tourism and tradition preservation. This would help situate Penglipuran within broader discussions about sustainable tourism practices. Previous research has not adequately addressed several key issues related to cultural tourism and its impact on local traditions. Specifically, this study aims to investigate: Impact on Local Traditions: How does cultural tourism affect the preservation of local traditions in Penglipuran Village? Supporting and Hindering Factors: What are the factors that support or hinder the preservation of local traditions through cultural tourism? Community Views: What are the views of local communities on the impact of cultural tourism on their traditions? Strategies for Preservation: What strategies can be applied to maximize the benefits of cultural tourism in preserving local traditions in Penglipuran Village? (Ancuța & Jucu, 2023), (Dimitrijević et al., 2022).



Figure 2. The **condition** of Penglipuran Village during the Religious and Traditional Ceremony, Source Image by balihibalihan (2024)

Figure 2 illustrates that the condition of Penglipuran Village during the Religious and Traditional Ceremony. It would benefit from focusing on specific elements such as religious ceremonies, architectural styles, and social

structures that are influenced by tourism. The objectives should clearly outline which specific aspects of local traditions will be analyzed and identify factors that support or hinder their preservation. This clarity will guide the research focus. Objectives: To Identify the Impact of Cultural Tourism: This study aims to analyze the impact of cultural tourism on the preservation of local traditions in Penglipuran Village. To Examine Supporting and Hindering Factors: The research will investigate the factors that support or hinder the preservation of local traditions through cultural tourism. To Gather Community Views: The study will gather the perspectives of local communities regarding the impact of cultural tourism on their traditions. To Develop Strategies for Preservation: The research will identify strategies that can be applied to maximize the benefits of cultural tourism in preserving local traditions in Penglipuran Village (Zadel & Bogdan, 2013), (Richards, 2018), (Richards & Richards, 1996).

Significance of the Study: Penglipuran Village is renowned for its thick culture and traditions, making it an ideal case study for understanding the dynamics of cultural tourism and its impact on local traditions. In the context of globalization and modernization, local traditions are often endangered. Therefore, it is crucial to understand how cultural tourism affects the preservation of traditions in Penglipuran Village and to ensure that tourism activities are not only economically beneficial but also contribute to the preservation of local culture (Aisara et al., 2020), (Kotler, 2005). This research is expected to make a significant contribution to understanding the dynamics of cultural tourism and the preservation of local traditions in tourist villages (Apriani et al., 2020). Additionally, it will provide practical recommendations for the development of sustainable tourism that supports cultural preservation (Dorin-Paul, 2013), (Carter & Fabricius, 2007). The novelty aspect needs further elaboration. Clarifying what innovative approaches or findings are expected from this study will help establish its significance within academic discourse on cultural tourism. By addressing these points, the study can provide a comprehensive examination of how cultural tourism impacts local traditions in Penglipuran Village, contributing valuable insights to both academic literature and practical applications for sustainable tourism development.

Conceptual Framework

The research on *The Impact of Cultural Tourism on Local Traditions in Penglipuran Village, Bali, Indonesia* explores the intricate relationship between cultural tourism and the preservation of local traditions in Penglipuran Village. It aims to analyze how cultural tourism influences the preservation of local traditions, identify supporting and hindering factors, gather community perspectives, and develop strategies for maximizing the benefits of tourism while safeguarding cultural heritage. Employing a qualitative case study methodology, the study utilizes in-depth interviews, participatory observation, and document analysis to collect data from local residents and stakeholders (Sutarya, 2022).

Key findings reveal that while cultural tourism has generated economic benefits and increased awareness of local heritage, it has also led to significant alterations in traditional practices, such as the commercialization of sacred ceremonies and changes in architectural styles (Adhika & Putra, 2020). The research highlights both supporting factors, like community engagement in tourism management, and hindering factors, such as the risk of cultural dilution. Notably, the study emphasizes the importance of community perspectives in shaping sustainable tourism strategies that balance economic growth with cultural preservation. The novelty of this research lies in its focused examination of a specific village context, providing actionable recommendations for enhancing community involvement in heritage preservation. Ultimately, the study contributes valuable insights into developing sustainable tourism practices that respect and preserve local traditions amidst the pressures of modernization (Williams & Putra, 1997).

Cultural Heritage Conservation

Cultural heritage conservation is vital for maintaining local identity and traditions, especially in culturally rich areas like Penglipuran Village in Bali. Here are several key reasons why this conservation is important (Picard, 1990). Cultural heritage serves as a repository of community values, beliefs, and practices. By conserving local traditions, communities can maintain their unique identity amidst globalization, which often threatens to homogenize cultural expressions (Moleong, 1996). This preservation helps residents feel connected to their history and fosters pride in their cultural heritage. The continuity of local traditions relies heavily on active preservation efforts. Cultural heritage conservation ensures that traditional practices, rituals, and arts are passed down through generations. In Penglipuran Village, for instance, maintaining customs like the “ngaben” ceremony (a unique burial practice) is essential for sustaining the community’s cultural narrative and social cohesion (Pitana, 2010).

Cultural tourism can provide significant economic benefits to local communities by attracting visitors interested in authentic cultural experiences. However, this tourism must be managed carefully to prevent the commodification of culture that can arise from unchecked tourism growth (Andayani et al., 2021). Conservation efforts can help balance economic interests with the need to preserve local traditions, ensuring that tourism

contributes positively to the community without eroding its cultural foundations. Involving the local community in conservation efforts fosters a sense of ownership and responsibility towards their cultural heritage. Educational programs that raise awareness about the importance of preserving cultural practices empower residents to actively participate in safeguarding their traditions. This engagement is crucial for building resilience against external pressures that may threaten local customs (Gayatri & Pitana, 2005).

Globalization and Modernization

As globalization and modernization continue to influence traditional lifestyles, cultural heritage conservation provides a framework for addressing these challenges. It allows communities to adapt while still honoring their past. For instance, Penglipuran Village's approach to integrating tourism while preserving its unique architecture and customs illustrates how communities can navigate modern pressures without losing their cultural essence (Rosalina & Putra, 2017). Cultural heritage conservation is essential for maintaining local identity, sustaining traditions, and ensuring that communities can thrive economically while preserving their unique cultural landscapes. In places like Penglipuran Village, these efforts are crucial not only for the community's survival but also for enriching the broader cultural tapestry of Bali and beyond (Moleong, 1996), (Pitana, 2010), (Gayatri & Pitana, 2005).

Cultural challenges arising from globalization and modernization significantly impact local traditions, particularly in culturally rich areas like Penglipuran Village, Bali. As cultural tourism grows, it brings both economic opportunities and threats to traditional practices. One major challenge is the commercialization of traditions, where sacred ceremonies are altered to attract tourists, transforming them into profit-driven events that lose their spiritual significance. Additionally, architectural modifications to accommodate tourism can compromise the authenticity of traditional village aesthetics. The influx of tourists also leads to cultural dilution, as local customs may adapt to meet the expectations of diverse visitors, resulting in changes in dress, language, and social interactions (Picard, 1996).

Moreover, the shift in economic activities from traditional occupations to tourism-related roles alters the social fabric of the community, posing a risk to the continuity of local customs. Despite these challenges, communities like Penglipuran actively seek to preserve their heritage through strategies that include community education and sustainable tourism practices. By fostering local involvement in tourism management and promoting awareness of cultural values, these communities aim to balance economic benefits with the preservation of their unique traditions. This proactive approach highlights the importance of integrating cultural preservation into tourism development strategies to mitigate the adverse effects of globalization and modernization on local heritage (Shaikh et al., 2000).

Community Participation

Community participation is essential in the preservation of cultural heritage, especially in the context of tourism. Here are several key reasons why community engagement is crucial for maintaining cultural traditions and ensuring sustainable tourism practices. **Fostering a Sense of Ownership:** When community members are actively involved in preserving their cultural heritage, they develop a sense of ownership over their traditions. This empowerment encourages them to take pride in their identity and actively participate in conservation efforts. Engaging locals in decision-making processes related to cultural tourism strengthens their commitment to preserving their heritage (Pitana, 2010), (Gayatri & Pitana, 2005).

Community involvement enhances the effectiveness of preservation initiatives. Locals possess unique knowledge about their traditions and cultural practices, which can inform better strategies for conservation. Their insights can lead to more relevant and effective preservation methods that resonate with the community's values and needs (Andayani et al., 2021). Community education plays a pivotal role in increasing awareness about the importance of cultural heritage. Through educational programs, residents can learn about their history, values, and the significance of preserving traditions. This knowledge fosters a deeper appreciation for their cultural identity and encourages active participation in preservation efforts (Gayatri & Pitana, 2005).

As tourism grows, it can pose threats to local traditions if not managed properly. Community participation ensures that tourism development aligns with cultural preservation goals. By involving locals in tourism planning, communities can create strategies that promote economic benefits while safeguarding their cultural heritage. Cultural tourism can introduce changes that threaten local traditions. Community involvement allows for the identification and mitigation of potential negative impacts, such as commercialization or cultural dilution. By voicing their concerns and preferences, community members can help shape tourism practices that respect and preserve their traditions (Meng et al., 2008).

Active participation in cultural preservation fosters social cohesion within the community. Collaborative efforts to maintain traditions create opportunities for interaction among residents, strengthening relationships and enhancing community solidarity. This unity is vital for sustaining cultural practices over time. community

participation is critical for preserving cultural heritage in the face of tourism development (Sutarya et al., 2023). It empowers locals, enhances preservation efforts, raises awareness, balances economic interests with cultural integrity, mitigates negative impacts, and builds social cohesion. Engaging communities like those in Penglipuran Village not only protects local traditions but also enriches the overall experience for tourists seeking authentic cultural encounters (Cros, 2009), (Ho & To, 2010).

Method

To develop a suitable research methodology for the study on The Impact of Cultural Tourism on Local Traditions in Penglipuran Village, Bali, Indonesia, the following structured approach can be applied. This study will employ a qualitative research design using a case study approach. The case study method allows for an in-depth exploration of the complex interactions between cultural tourism and local traditions within the specific context of Penglipuran Village. This design is appropriate as it enables the researcher to gather rich, detailed data that captures the nuances of community experiences and perspectives regarding cultural preservation (Creswell & Garrett, 2008), (Green et al., 2007).

Data will be collected through a combination of qualitative methods to ensure a comprehensive understanding of the research questions: In-depth Interviews by conduct interviews with key stakeholders, including community leaders, local residents, tourism operators, and cultural practitioners. Aim to gather personal narratives and insights regarding their experiences with cultural tourism and its impact on local traditions. Participatory observation by engage in direct observation of cultural tourism activities and traditional practices within Penglipuran Village. Document interactions between tourists and locals, as well as the execution of traditional ceremonies, to understand how these practices are influenced by tourism. Focus Group Discussions by Organize focus group discussions with community members to facilitate dialogue about their views on cultural tourism's impact on their traditions. Encourage participants to share their collective experiences and opinions, fostering a deeper understanding of community sentiments. Document Analysis by review relevant documents such as government reports, academic articles, community records, and media coverage related to cultural tourism and heritage preservation (Moleong, 2006).

This analysis will provide context and background information that complements data from interviews and observations. The analysis of collected data will utilize thematic analysis, which involves identifying and interpreting patterns (themes) within qualitative data. The process will include: Familiarization with Data by Read through interview transcripts, observation notes, and documents to become familiar with the content (Golafshani, 2003), (Andrew & Halcomb, 2009).. Identifying Themes by Group codes into broader themes that reflect significant aspects of the data, such as community perceptions, challenges faced in preserving traditions, and strategies for sustainable tourism. Interpreting Findings by analyse themes in relation to the research questions and existing literature on cultural tourism and heritage preservation. Discuss how findings contribute to understanding the dynamics of cultural tourism in Penglipuran Village (Creswell & Garrett, 2008).

This methodology aims to provide a comprehensive understanding of how cultural tourism affects local traditions in Penglipuran Village while emphasizing community participation in heritage preservation efforts. The interview was conducted to obtain a factual description of The Impact of Cultural Tourism on Local Traditions in Penglipuran Village. The researcher successfully interviewed six informants, consisting of three residents of Penglipuran Village who are small business owners, specifically small traders and homestay owners, and three tourists or visitors. However, only two of the interviews were triangulated to achieve a factual understanding of the impact of cultural tourism on the existence of the Cultural Tourism Village of Penglipuran.

Results and Discussions

In this section, the results of the research are presented, namely: cultural tourism and preservation of local community traditions, factors support or hinder the preservation of local traditions, views of local communities on the impact of cultural tourism on traditions, and strategies maximizing the benefits of cultural tourism in preserving local traditions.

The impact of cultural tourism on the existence of the Cultural Tourism Village of Penglipuran

Informant from Penglipuran Village: Interview conducted on March 6, 2024, at Penglipuran Village. Informant's name: Ni Nengah Madiani, Gender: Female, Age: 47 years, Occupation: Trader. Question asked: Is there an increase in your income before and after starting this business? Answer: "Certainly, there has been an increase in income because previously I was just a housewife relying solely on my husband's earnings, but now I have my own income.". Question: Do you depend on tourism to develop your business? Answer: "As I mentioned

earlier, my income depends on orders from traders. Since I do not have land to sell, I decided to start a business at home by supplying my products to traders who open stalls in the residents' homes. So even though I don't sell directly to tourists, I am very dependent on tourism." Question: Does tourism have a positive impact on the community? Answer: "In my opinion, it has a very positive impact. Tourism currently greatly influences the economy of the community and improves my family's welfare. With tourism, I can start a small business that allows me to meet my family's needs and still save for retirement. Additionally, I am gradually setting aside some of the profits to renovate my current home to make it more livable."

In Penglipuran Village, an interview with a local informant, Ni Nengah Madiani, a 47-year-old trader, revealed that the establishment of her business has significantly increased her income. Previously, she relied solely on her husband's earnings as a housewife, but now she has her own source of income. Ni Nengah explained that although she does not sell directly to tourists, her business heavily depends on tourism. She delivers her products to traders who have kiosks in the village, meaning that the presence of tourists influences the orders she receives. According to her, tourism positively impacts the local economy and enhances her family's welfare. She is able to meet daily needs and save for the future, even using part of her earnings to renovate her home.

Informant from Penglipuran Village: Interview conducted on March 12, 2024, at Penglipuran Village. Name: Agus Irawan, Gender: Male, Age: 40, Occupation: Private Employee, Origin: Tabanan. Interview Results: How many times have you visited Penglipuran Village? Answer: "I have visited twice." How did you learn about and obtain information regarding Penglipuran Village? Answer: "I got the information mainly through social media." What is your purpose and motive for visiting Penglipuran Village? Answer: "My purpose here is to visit and enjoy a vacation." What was your impression after visiting Penglipuran Village? Answer: "The impression is good because it is very clean here. The cleanliness has been well-maintained from the past until now, and the access to Penglipuran Village is very good. I didn't encounter difficult roads for vehicles, which made it easy and comfortable for me to reach Penglipuran Village." How would you describe Penglipuran Village before your visit? Answer: "I would describe it as having cleanliness and uniform building layouts, which I find very unique and rare in other places." What attractions (uniqueness) does Penglipuran Village offer? Answer: "The uniqueness lies in the layout and design of the buildings, and the traditions are still preserved, such as the 'mepengarah' that I saw on social media; it is still being maintained, which is impressive." What is the quality of the environment in Penglipuran Village? Answer: "The environmental quality is very good, as seen from the drainage system; it is free from trash." What public facilities are available in Penglipuran Village? Answer: "Upon arriving at the location, I noticed there was an information service for tourists, which is an important public facility for visitors, especially for someone like me who is visiting for the first time. The parking area looks very good and organized, with parking attendants directing vehicle parking. Other public facilities include a resting place or shelter during rain and very clean toilets. Overall, everything is good." What are your hopes for Penglipuran Village in developing tourism in the future? Answer: "My hope is that this cleanliness will be maintained, and that unique customs, culture, and traditions will continue to be preserved."

Meanwhile, an interview with Agus Irawan, a 40-year-old visitor from Tabanan, indicated that his visit to Penglipuran Village was motivated by information he obtained from social media. Agus has visited the village twice and expressed satisfaction with its cleanliness and orderly layout. He appreciates the easy access to the location and describes the village as a unique place with well-preserved traditions. Agus also noted that the environmental quality is very good and free of waste. He values the available public facilities, such as information services for tourists and well-organized parking areas. His hope is that the cleanliness and unique traditions of the village will be maintained in the future. These interviews demonstrate that tourism in Penglipuran Village significantly impacts the local economy and community welfare. Traders like Ni Nengah experience increased income due to tourist presence, while visitors like Agus appreciate the cleanliness and uniqueness of the village. The shared hope for maintaining cleanliness and local traditions among both residents and visitors highlights the importance of collaboration in developing sustainable tourism in this village.

The opinions of the two informants regarding the preservation of culture in Penglipuran Village highlight the importance of maintaining traditional practices and structures. Ni Nengah Madiani, a local trader, emphasizes that tourism has positively impacted her family's welfare and the community's economy, which is intertwined with cultural preservation. She believes that sustaining local traditions not only enhances the village's appeal to tourists but also fosters a sense of identity and pride among residents. This connection to their heritage is crucial for future generations, as it allows them to inherit a rich cultural legacy.

On the other hand, Agus Irawan, a visitor, appreciates the unique cultural aspects he observed during his visits. He notes that the well-preserved architecture and ongoing traditional practices contribute significantly to the village's charm. Agus suggests that maintaining these cultural elements is essential for attracting more tourists, which in turn supports the local economy. He recognizes that preserving culture is not just about

safeguarding the past; it also plays a vital role in ensuring the village's sustainability as a tourist destination. Both informants agree on the necessity of preserving cultural heritage in Penglipuran Village. They see it as a way to enhance community welfare, attract tourism, and maintain a unique identity that distinguishes the village from others. This preservation effort is crucial not only for economic reasons but also for fostering community pride and continuity of traditions for future generations.

Cultural Tourism and the Preservation of Local Traditions

Cultural tourism plays a significant role in the preservation of local traditions, particularly in areas like Penglipuran Village, Bali. The paper highlights several key aspects regarding the impact of cultural tourism on local traditions (Rachima & Maulina Dian, 2015): (1) Importance of Cultural Tourism: Economic Benefits: Cultural tourism can provide substantial economic advantages to local communities by attracting visitors interested in authentic cultural experiences. This economic support can be vital for funding preservation efforts and maintaining traditional practices. (2) Increased Awareness: Cultural tourism raises awareness about local traditions and heritage among both tourists and community members. This heightened awareness can lead to greater appreciation and commitment to preserving cultural practices. (3) Community Engagement: Involving the community in cultural tourism initiatives fosters a sense of ownership over their heritage. Active participation enhances social bonds and encourages locals to engage in preserving their traditions.

Challenges Posed by Cultural Tourism. Commercialization Risks, while tourism can promote cultural heritage, it can also lead to commercialization, where traditions are altered or diluted to cater to tourist expectations. This can threaten the authenticity of local practices and diminish their cultural significance (Laksmi et al., 2019). **Cultural Erosion:** Rapid tourism development may introduce changes that conflict with traditional values and practices, leading to a gradual erosion of local customs. If not managed properly, cultural tourism can disrupt the continuity of local traditions. **Balancing Act:** The paper emphasizes the need for balanced strategies that align tourism development with the preservation of local traditions (Suasapha, 2022). This involves careful planning and community involvement to ensure that tourism benefits do not come at the expense of cultural integrity. **Community Perspectives.** The research aims to gather community views on the impact of cultural tourism, exploring how locals perceive its effects on their traditions. Understanding these perspectives is crucial for developing effective strategies that support both tourism growth and cultural preservation (Arimayantiab & Suwenaa, 2022).

The finding underscores the dual role of cultural tourism as both a potential asset and a challenge for preserving local traditions in Penglipuran Village. It highlights the importance of community participation and strategic planning in ensuring that cultural tourism contributes positively to the preservation of heritage rather than undermining it. According to the history of Penglipuran Village, this traditional village has existed since the time of the Bangli Kingdom, approximately 700 years ago. The community's narrative states that Penglipuran Village was a gift from the King of Bangli to the people who participated in the battle against the Kingdom of Gianyar (Rachima & Maulina Dian, 2015). The name "Penglipuran" originates from the words 'pengeling' and 'pura'. 'Pengeling' means reminder, derived from the root word 'eling' or remembering, while 'pura' refers to a temple or ancestral land. The elders, known as 'penglingsir,' explained that the ancestors of Penglipuran Village came from Bayung Gede Village, Kintamani. These ancestors often traveled long distances and rested in an area called Kubu, which is about 25 kilometers away from Bayung Gede. This distance was significant in the old days, leading to the village being known as Kubu Bayung Village, where the Bayung people lived in the Kubu area (Laksmi et al., 2019).

As the Bayung people increased in number, they eventually formed their own village, free from the obligations of being residents of Bayung Gede. They built their own holy place, Pura Kahyangan Tiga, which reflects the spiritual and cultural heritage of their ancestors. The village's spatial layout and the concept of their ancestral village still follow the traditional patterns and customs of Bayung Gede Village, maintaining a strong connection to their historical roots (Suasapha, 2022). In the village of Penglipuran, there is a custom that strictly prohibits polygamy among its residents. This prohibition is aimed at protecting women and maintaining social harmony. Although some individuals are allowed to practice polygamy, they are sanctioned and relocated to a specific area called 'Nista Mandala'. The northern region of the village is considered the holiest area, and residents are forbidden from traveling from south to north. Additionally, the community avoids marrying neighbors on the right and left as well as those in front of their houses, as these individuals are considered part of their own family (Mandaka et al., 2021).

Residents who wish to marry individuals from outside Penglipuran can do so, but the groom must adhere to Penglipuran customs if the bride is from the village. Conversely, if the bride is from Penglipuran and the groom is from another custom, he may enter the Penglipuran custom but is considered a woman by other residents, taking on traditional women's duties. The village's topography is arranged with the main area higher than the downstream area. The village features two main temples: Penataran Temple and Puseh Temple, which are

unique due to the pedestrian-only village corridor road equipped with uniform 'sengker wall', 'angkul-angkul', and 'telajakan'. The use of bamboo for roofs, walls, and other needs is mandatory due to the surrounding bamboo forests (Arismayantiab & Suwenaa, 2022).

In Penglipuran, the people hold a death ceremony called ngaben, which involves burying the corpse rather than burning it, as is common in other Balinese practices. This is done to show respect and avoid the taboo of storing ashes, which is prohibited in mountainous areas far from the sea. The village has only one caste level, the Sudra Caste, ensuring equal positions among citizens. A traditional leader is appointed to lead the community. The village is known for its Baris dance, a traditional art form that is an integral part of community life and ceremonies (Murti, 2019). Penglipuran Traditional Village is a tourist destination that relies on its unique architecture. The village's architecture is categorized as ancient Balinese, existing before the influence of Hindu-Javanese architecture. The development of tourism has influenced the community's lifestyle and mindset, but the village also preserves its arts and culture through the Penglipuran Village Festival and maintains traditional buildings. The community carries out conservation efforts through customary laws, spatial management, environmental responsibility, protected forests, and determined yard areas and building architecture (Soethama, n.d.).

Factors Support or Hinder the Preservation of Local Traditions

The Penglipuran Traditional Village community is a Balinese community group that adheres to Hinduism. The people of Penglipuran Village still maintain the sacred places (temples) and traditional rituals inherited by their ancestors. The Penglipuran community adheres to the basis of belief in practicing Hinduism. The basis of this belief consists of five aspects called the Five Sradha. The five beliefs are: (1) Ida Sanghyang Widhi or Widhi Tattwa, God Almighty, (2) Atman or Atman Tattwa, (3) Karmaphala or Karmaphala Tattwa, (4) Samsara or Samsara Tattwa, and (5) Moksa or Moksa Tattwa (Cahyani et al., 2022), (Adat et al., n.d.). As one of the old villages in Bali, Penglipuran Village still carries out the Nepak Baan tradition. The Nepak Baan tradition is carried out when there is a ceremony at Penataran Temple. One of them is during the 'melaspas' ceremony or purification of buildings in the temple. Nepak Baan is a ritual performed by a person so that he can sit on Bale Agung. This ceremony is carried out by 76 pangarep krama because these krama will often carry out activities in Bale Agung. Actually, in addition to the panguren ritual, it is possible to perform the Nepak Baan ritual (Januariawan, 2021), (Dwijayasastra, 2013).

The preservation of tradition in Penglipuran Village faces various inhibiting factors. Some factors that are often obstacles, namely: Modernization and globalization, namely: the influence of outside culture and modernization results in the younger generation being more interested in modern culture compared to local traditions (Listiana, 2022), (Lestari & Pustikaningsih, 2021). Lack of interest of the younger generation, namely: the younger generation may be less interested or do not understand the importance of preserving traditions, so not many are willing to participate in cultural activities (Irianto et al., 2020). Economy and employment, that is: priorities on income and employment often distract people from preserving traditions. People are more focused on finding jobs that may not be related to local culture and traditions. Education, namely: an education system that does not emphasize the importance of local culture is one of the factors that make traditions begin to be forgotten (Irianti et al., 2021), (Wijaya, 2019). Social changes, that is: changes in social structures, such as urbanization or changes in social values and norms, affect the preservation of traditions. Overtourism, that is: although tourism brings economic benefits, poorly managed tourism damages traditions and the village environment. For example, over-commercialization changes the essence of the tradition itself (Dodds & Butler, 2019), (Breakey, 2006), (Suntikul, 2014).

Views of Local Communities on the Impact of Cultural Tourism on Traditions

The perception of the Penglipuran community regarding the impact of tourism on local traditions is complex and shaped by various factors, including education, involvement in the tourism sector, and adherence to cultural values. This narrative explores both the positive and negative impacts of tourism on local traditions, as well as strategies for maximizing its benefits (Utama et al., 2024). Cultural tourism has been recognized for its potential to preserve local traditions and culture, primarily driven by the interest of tourists in unique cultural experiences. As tourists seek authentic encounters with local art, dance, music, and ceremonies, communities are encouraged to maintain and showcase their cultural heritage. This demand often leads to an economic uplift, as income generated from tourism can enhance living standards. With improved financial resources, local residents may find it easier to invest in cultural preservation initiatives. Additionally, interactions with tourists can foster a greater awareness among community members about the significance of their cultural practices, motivating them to protect and promote their heritage (Picard, 1996).

However, the influx of tourists can also bring about detrimental effects on local traditions. One significant concern is cultural commercialization, where local customs are altered or simplified to cater to tourist preferences, stripping them of their original meaning. Social changes may occur as traditional values give way

to more materialistic attitudes influenced by tourism. Furthermore, environmental degradation often accompanies increased tourist activity, threatening the very cultural sites that are central to local traditions. In some instances, outside cultures introduced by tourists can overshadow or marginalize indigenous practices (Pitana & Diarta, 2009). To navigate these challenges and enhance the positive impacts of cultural tourism, several strategies can be employed. First, cultural education and awareness initiatives can be implemented through workshops for tour guides and community members to emphasize the importance of preserving local culture. Public awareness campaigns utilizing social media and informational materials can further educate tourists about cultural values. Second, supporting infrastructure must be developed sustainably to protect local environments while enhancing tourist experiences.

This includes establishing cultural museums and information centers that highlight local traditions without compromising their integrity. Third, fostering partnerships with local communities is crucial; their insights are invaluable in planning and managing tourism efforts that respect and preserve their heritage. Local economic empowerment programs can support small businesses run by residents, ensuring that tourism benefits are distributed within the community (Krismawintari & Utama, 2019). Additionally, creating authentic tourism products such as cultural festivals and traditional performances can attract visitors while maintaining genuine cultural expressions. Educational tours that offer immersive experiences in local history and crafts can further enrich tourist engagement. Regulatory frameworks should also be established to protect cultural sites from degradation due to tourism activities. Local governments must ensure compliance with these regulations through effective supervision and law enforcement (Nurhidayati & Fandeli, 2012).

Finally, documentation and research into local traditions should be prioritized. Establishing archives for cultural practices and collaborating with academic institutions can help assess the impact of tourism on culture while identifying innovative preservation methods. By implementing these strategies thoughtfully, cultural tourism can serve as a powerful tool for preserving local traditions while simultaneously providing economic benefits to communities like Penglipuran. Through careful management and community involvement, it is possible to strike a balance that honors both heritage and modern economic opportunities (Laksmi et al., 2019).

Conclusions

Penglipuran Village in Bali illustrates the intricate relationship between cultural tourism and local traditions. While tourism has provided economic benefits and increased visibility, it has also led to notable changes in traditional practices and community dynamics. The unique cultural aspects observed in Penglipuran Village, particularly the well-preserved architecture and ongoing traditional practices, significantly enhance the village's charm. Maintaining these cultural elements is crucial for attracting more tourists, which in turn supports the local economy. There is a strong consensus on the necessity of preserving cultural heritage in the village, as it plays a vital role in enhancing community welfare, attracting tourism, and maintaining a distinct identity. This preservation effort is essential not only for economic benefits but also for fostering community pride and ensuring the continuity of traditions for future generations.

The impact of cultural tourism on local traditions in Penglipuran Village presents both opportunities and challenges. Traditional ceremonies have been modified to cater to tourist interests, shifting from sacred observances to commercially driven activities, which diminishes their original spiritual significance. Additionally, the development of tourism facilities has altered the village's traditional architecture to meet tourist expectations while retaining some original elements. The influx of diverse tourists has influenced local lifestyles, resulting in changes in dress codes, language, and social interactions, raising concerns about the dilution of local customs. Many residents have transitioned from traditional occupations to roles in the tourism sector, reshaping the village's social fabric as livelihoods increasingly depend on tourism. Despite these challenges, the Penglipuran community actively seeks to balance tourism development with cultural preservation by upholding sacred sites and rituals rooted in Hindu beliefs, promoting sustainable tourism practices that foster cultural awareness, and enhancing community engagement in tourism management. This commitment to maintaining cultural heritage amidst change exemplifies a proactive approach to sustainable tourism that could serve as a model for similar communities.

The research novelty on The Impact of Cultural Tourism on Local Traditions in Penglipuran Village, Bali, Indonesia addresses a critical gap in understanding how cultural tourism influences local traditions. While tourism has brought economic benefits and increased visibility to Penglipuran, it has also led to significant alterations in traditional practices, such as the commercialization of sacred ceremonies and changes in architectural styles to meet tourist expectations. The study aims to explore the impact of cultural tourism on the preservation of local traditions, identify factors that support or hinder this preservation, gather community perspectives, and develop strategies for maximizing tourism benefits while maintaining cultural integrity. The

findings are expected to contribute to sustainable tourism practices that balance economic growth with cultural preservation, making the research particularly relevant in the context of globalization and modernization pressures on local traditions.

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