Sustainable tourism and harmonious culture: a case study of cultic model at village tourism

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Abstract. The research aims to analyze an event model of Culture and Tourism International Camp (Cultic) from two aspects, harmonious culture and sustainable tourism. Currently, Indonesian government promotes village tourism by involving more villagers to achieve village independence in its development. The program has faced various obstacles, such as the eroded local cultures due to the development of a massive and money-oriented tourism with less attention on the environmental damage. One of the offered programs is a green tourism model for an event named Culture and Tourism International Camps – Cultic. The research is conducted in several stages. The first stage is the development of model based on the theoretical study. The second stage is the implementation of the model with 85 participants. The third stage is the evaluation of the model through harmonious culture and sustainable tourism approaches. The data is collected through a direct observation and a questionnaire. The result of qualitative analysis indicates that the developed event model supports the harmonious culture, especially the natural environment. Whereas, the result of quantitative analysis indicates that the participants enjoy the activities, such as green food, material natural, waste management, and ecosystem. Another finding is that the community strongly supports the concept of sustainable tourism.

1. Introduction

The concept of tourism village in Indonesia is similar to the results of previous studies [35,14,22] that it balances the economy, socio-culture and environment with more emphasize on the culture. The three components walk side by side in the tourism village thus creating a sustainable tourism village. The government of Indonesia develops tourism villages to advance the villages and income distribution. One province selected as the pilot project with target of 100 tourism villages in 2018 is Bali Province [19]. The program has been conducted since 2013 based on the number of foreign tourists in Indonesia where 38.45% of them went to Bali [15]. In 2015, the number of foreign tourists came to Bali was 4.001.835 people, [15] whereas the number of national tourists were 7.147.100 people [16].

The plan of tourism development through a concept of numerous tourism villages will impact the new infrastructure development, the rise in the production of disposals (wastes), the alteration of ecosystems, the introduction of exotic species of animals and plants, the loss of traditional habits, and the increase in the prices of goods and services (e.g. houses, labor around tourist destination) [11]. Other impacts were the rising in crime and drug abuse because of lack social life relationship to the local people. Bali, a small island is also inevitably getting alarming issues from those effects. To reduce the negative impacts, sustainable tourism is the chosen concept as stated by Bramwell and Lane [12] that sustainable tourism is a positive approach intended to reduce the tensions and friction created by the complex interactions between the tourism industry, visitors, the environment and the communities which are host to holidaymakers. Lane has added sustainable tourism is a concept designed not to restrict tourism but to manage it in the interests of all three
previous studies, event tourism has an important role in advancing a destination [18] in order to create products that strengthen the tourism village. Based on the diverse condition of resources owned by each village. Therefore, an innovative effort is needed GDB (United Nations World Tourism Organization [30]. The importance of tourism has made welfare [13]. Tourism is the power of the world economy with contribution of 9 percent of the world tourism field is not limited to the nature but also it is also oriented to the past and future community implementation in a tourism village in maintaining the natural balance. Sustainable development in harmonious culture, called tri hita karana, is a sustainable concept and it is recognized by the WTO to be applied in tourism industry. The first concept of the culture is maintaining the harmony with the creator of the nature with its content through religious rituals, such as worship ceremonies. The activities become a tourism attraction [5]. The second concept is maintaining the harmony with other human being naturally without distinguishing one another. The concept is implemented through the assimilation of culture and religion that respect human from birth to death, for example, ngaben ceremony for funeral [8,4,7]. The third concept is maintaining harmony with the nature where the society keep the environment well since they believes that keeping the nature is a form of their devotion to God; therefore, the process of nature conservation is arranged in custom and religious rules [9]. Harmonious culture has an important role in building human characters and achieving sustainable tourism as well as increasing the performance of a company [36]. The condition is being maintained in Bali through socialization of culture through information technology, community meetings at the banjars at the villages or through other meetings [10].

Community welfare is the goal in the tourism development and it is not easy to achieve due to the diverse condition of resources owned by each village. Therefore, an innovative effort is needed through a study in order to create products that able to strengthen the tourism village. Based on the previous studies, event tourism has an important role in advancing a destination [18] that integrates various factors as socio-culture, technology, economy, politics and ecology. Event activities conducted regularly in an area can make the area as a new tourism destination and have impact on the economy, socio-culture, and environment. Cultic (culture and tourism international camps) is an event package made by State Polytechnic of Bali for students with a purpose to introduce the culture, nature, and the use of technology in a tourism village [6]. The event is made to promote tourism villages as the world tourism destination and to support sustainable tourism.

Previous studies on event are limited to certain areas. There were no events conducted in a tourism village that are integrated with local culture; therefore, the research was very important to support sustainable tourism. The research aimed to study Cultic Event in 2017 at Pinge Village. It was the first model trial before being implemented at 100 villages in Bali. The event model is made as a strategy of tourism village development that currently less developed. The event concept refers to the sustainable tourism integrated with the harmonious culture. The participants were 85 students from various countries of Indonesia, Thailand, Philippine, Papua New Guinea, Malaysia, France, Czechoslovakia, and Yugoslavia. The research used qualitative and quantitative studies through three stages. The first stage was adjusting a model developed by Santosa through a direct observation on the program given
to the guests and analyzing with harmonious cultural concept [37]. The next stage was studying the tourists’ perception of the program they follow through a questionnaire. The last stage was studying the perception of Pinge villagers of the Cultic event through a sustainable concept developed by Zamfir & Corbos [35]. The number of respondents in the study was 160 head of families in Pinge Village. Data was analyzed qualitatively and with descriptive statistics. The research background was that there was less developed of tourism village as a tourism destination and previous studies indicated that in order to advance the destination, sustainable tourism and event concepts were among the ways. 

Next, the study was based on several theoretical studies, such as sustainable tourism, tourism village, event, and harmonious culture. The discussion was conducted through qualitative and descriptive statistics methods. Result of the discussion was that Cultic event is a new model in supporting the green tourism that integrates the modern concept with traditional concept rooted from harmonious culture.

2. Literature review

2.1. Sustainable tourism

The concept of sustainable tourism has been developed since early 1990, which is a part of sustainable development concept [32,35,14]. According to Dangi and Jamal [16], sustainable tourism is defined as a tourism activity emphasizing on the current condition and the future impact on economy, social, and environment and satisfying the need of tourists, industry, environment, and local communities (stakeholders). In addition to the three pillars, sustainable tourism also emphasizes on the increasingly important role of the stakeholders in sustainable development of a tourism destination area. The synergy among the three pillars of sustainable development and stakeholders is important for the concept of sustainable tourism.

Sustainable tourism consists of all types of tourism: mass tourism, cultural tourism, mountain tourism, seaside tourism, spa tourism, business tourism, medical tourism, rural tourism, urban tourism and so on [35]. The principles of sustainable tourism are: (1) local community should manage the tourism activities in their area; (2) the tourism should provide jobs for the community to improve their welfare; (3) the use of international standard as a reference; and (4) education and training should be conducted to improve the management of local tourism to protect the environment and nature [35].

2.2. Event Tourism

One program offered by the Center of Excellences of the State Polytechnic of Bali is a Culture and Tourism International Camps (CULTIC). It is an event package sold to the students both in national and international levels [6]. One of the activities was conducted at Pinge Village where participants in the event will have knowledge on tourism products such as plowing, tracking, cooking class, painting, and workshop on metegak culture [6]. An event could be beneficial to develop a tourism destination and gives benefit to the economy, socio-culture, and environment. Hornga [39] investigated the relationships across a behavior model of festival visitors based on a major festival encouraging energy saving and carbon reduction (ESCR). Using the 2010 Taipei International Flora Exposition (Taiwan) as a case study, shifts the debate on sustainable tourism destinations from an emphasis on ecotourism and eco-resorts towards sustainable urban tourism destinations. It explores five major antecedents to those categories: habitual behavior, environmental attitudes, facilities available, a need to take a break from environmental duties, and sense of tourist social responsibility. Existing habits were found strongly influenced of all four urban pro-environmental behaviors. A range of tourism industry and public sector agency policy recommendations are made, in terms of developing specification, well sited and easy to find/use environmental infrastructure assets such as recycling facilities and public transport, reducing implementation barriers and in formulating an overall pro-environmental image for the destination [23]. All of previous studies showed that a success green concept for the event implementation can’t stand alone, but should be integrated with other factors, especially social culture and economic. So, this study also examined some consideration supporting aspects for the green event model which was designed previously. And finally the model become one of guidelines for sustainable tourism development in Bali Island in general.
2.3. Tourism Village
A tourism village is the development of a village in form of integration of attraction, accommodation, and the supporting facilities presented in the structure of life of a community [2,29]. Bali Province has 53 tourism villages formed and 47 other villages are in the process to be formed as tourism villages and they are spread throughout the regencies and cities. The reasons behind the necessity of the development of tourism village are (1) it is a relevant way to attract humanity and cultural-oriented tourists who also have environmental awareness; (2) it increases the local community welfare by opening a higher profit opportunity; and (3) it could stimulate the development of the village. The concept of tourism village is similar to the community based tourism (CBT) promoted as a way to develop tourism where the social, environmental and economic needs of the local community are fulfilled through the tourism products offered [17,31]. CBT is a tool to achieve sustainable tourism [21]. It is a form of tourism aimed to involve and benefit the local community, especially the villagers. One sample of CBT concept is a tourism village where the villagers manage their own tourism potential through shared management and profit sharing [1]. The main principle of the CBT is to increase the standard of living of the local community. The characteristics of the CBT are: (1) the benefits are enjoyed by the local communities; (2) shared infrastructure; (3) equality in receiving the benefits; (4) initiative to protect the environment; (5) outer companies could form joint ventures with the local communities; (6) the communities own and manage the company; (7) although the company is owned by the private sector, the profit is for local community; (8) the development of tourism products network; (9) cooperative; and (10) the development of private sectors in the empowerment of village potential.

2.4. THK (Tri Hta Karana) Culture / Harmonious Culture
THK culture is a culture originated from the local wisdom. According to Sobirin [28], national culture is formed by different reasons since the emergence of a country has different background. Therefore, various factors, such as ethnicity, economy, politics, religion, or language, give contribution in the formation of the national culture. Schein [27] stated that organizational culture is based on three levels. First, artifacts, which is something being modified by human for certain purposes and they could be observed directly from the structure of an organization as well as the processes conducted in the organization. Artifacts are the easiest thing to be captured when entering an organization since they are related to what to see, hear, and feel while in the organization environment. Second, espoused beliefs and values, which are the supporting values that consisted of strategy, goals, and basic philosophy owned by the organization and they can be understood if we start to explore the organization by living in the organization longer. The supporting values are usually expressed in writing and become the reference for every step made by members of the organization. Third, underlying basic assumptions, which are the shared implied assumptions. Values, beliefs, and assumptions used by the founder are considered important for the success of an organization.

THK is the product of subjective and interpretative human behaviors. Therefore, symbols will be built by subjective understanding related to the phenomena that have objective consequences. Regarding THK, parahyangan is analogous to the subsystem of value, pawongan is analogous to the subsystem of social, and palemahan is analogous to the subsystem of artifacts [34]. The culture is often named as harmonious culture that plays role in increasing the financial performance [5,7]. The result of other studies indicated the role of harmonious culture that able to contribute to the decrease in credit risk in microfinance institutions in Bali [8,4,9]. Harmonious culture developed in Bali is the foundation in developing tourism. It is stated by Astawa and Sukawati [3] that harmonious culture implemented by Ubud community has become the tourism attraction and a differentiator to other tourism products. The activities of harmonious culture are very important so that socialization to the communities is also important. Through information technology, the understanding of cultural values by the community is getting stronger and gives impact on the behavior in running a business [10]. Harmonious culture is also used to measure financial performance and it gives easiness and trust that good implementation of harmonious culture will bring good financial performance [36].
3. Methodology
The research was an experimental research using qualitative and quantitative analysis techniques. It divided into three stages. First was adjusting the developed model based on the research [37]. Based on initial survey result, the developed research model of Cultic event consisted of green aspect and cultural aspect as presented in the following Figure 1.

![Figure 1. Research Model of Cultic Event](image)

The research used green and cultural aspects to study the event activities for three days and two nights at Pinge Village. There were 85 participants of the event. The second stage was a review of the event participants on program they had bought or followed. The participants filled a 5 Linkert Scale questionnaire (5 = very happy, 4 = happy, 3 = quite happy, 2 = less happy, 1 = unhappy) that consisted of green food, natural materials, waste management, and ecosystem items. The third stage was a review of the benefit of Cultic event for the community of Pinge Village that consisted of 160 head of families. The questionnaire was presented based on the research [35] consisted of items: (1) local community should manage the tourism activities in their area; (2) the tourism should provide jobs for the community to improve their welfare; (3) the use of international standard as a reference; and (4) education and training should be provided to improve the management of local tourism to protect the environment and nature. The questionnaire was a 5 Linkert Scale (5 = strongly agree, 4 = agree, 3 = fairly agree, 2 = less agree, 1 = disagree). Data collected was analyzed using descriptive statistics and a focus group was conducted to validate the qualitative data.

4. Result And Discussion
This section will explain the result of qualitative study related to the Cultic activities with harmonious culture concept implemented by the community. The culture illustrates the harmonious condition in a life. The concept maintains a harmonious relationship with God, human being, and natural environment that implemented through religious rituals. The belief on the harmony of the three components brings happiness in life and any imbalance will bring problems and impact on human life. The simple concept reinforces the development of sustainable tourism or green tourism although in reality, their culture is already considered as green. Thus, education and real samples are needed in a green-concept tourism package. Therefore, quantitative study illustrates the benefit of a sustainable-concept attraction.
4.1. Cultic Event in Harmonious Culture

The activity of Culture and Tourism International Camps (CULTIC) at Pinge Village was conducted for three days and two nights. The number of participants was eighty five people consisted of twelve foreign students and seventy three local students. The result of qualitative study 1 based on the developed model can be explained in the following Table 1.

| No | Main Aspect | Cultic Activities | Cultural Aspect |
|----|-------------|-------------------|-----------------|
| 1  | Green food | - Eating together on a mat (*metegak*)  
- Cooking traditional foods  
- Introducing types of local vegetables and fruits  | - Harmonization with other human being (*pawongan*)  
- Harmonization with the nature (*palemahan*) |
| 2  | Natural Material | - *Cooking class* using local material at the village  
- Not using and carrying plastic tools  
- The Making of *canang sari* (one of the daily offerings) using natural materials | - Harmonization with other human being (*pawongan*)  
- Harmonization with the nature (*palemahan*)  
- Harmonization with God (*parahyangan*) |
| 3  | Waste management | - Processing waste into compost  
- Processing cow dung into biogas  
- The making of garbage bin from bamboo | - Harmonization with the nature (*palemahan*)  
- Harmonization with other human being (*pawongan*) |
| 4  | Ecosystem | - Plowing (*metekap*) activity  
- Introduction to the environment  
- Introduction to irrigation system | - Harmonization with the nature (*palemahan*)  
- Harmonization with God (*parahyangan*) |

Source: Processed data

Based on Table 1, it can be explained that the concept of green event, conducted based on the developed model, had fulfilled the concept of harmonious culture or green culture in Pinge Village that emphasizes more on the environmental and human aspects. God aspect was conducted when participants made a *canang sari*, which is the symbol to get closer to God, and learning the irrigation system (*subak*) where praying conducted by farmers during their activities at the rice fields was also explained in the activity.

4.2. Analysis of Cultic Participants

The perception of participants of the Cultic activities was needed in developing a better model. Questionnaire was made as five scales questionnaire with the following meaning: 5 = very happy (SS), 4 = happy (S), 3 = fairly happy (CS), 2 = less happy (KS), and 1 = unhappy (TS). The result of questionnaire distribution is presented in Table 2.

| No | Cultic Activities | SS | S | CS | KS | TS | Total |
|----|------------------|----|---|----|----|----|-------|
| 1  | Eating together on a mat (*metegak*) | 81 | 3 | 1 | -  | -  | 85    |
| 2  | Cooking traditional foods | 78 | 5 | 2 | -  | -  | 85    |
| 3  | Introducing types of local vegetables and fruits | 80 | 4 | 1 | -  | -  | 85    |
| 4  | *Cooking class* using local material at the village | 75 | 5 | 4 | 1  | -  | 85    |
| 5  | Not using and carrying plastic tools | 84 | 1 | - | -  | -  | 85    |
| 6  | The Making of *canang sari* (one of the daily offerings) using natural materials | 76 | 8 | 1 | -  | -  | 85    |
| 7  | Processing waste into compost | 83 | 2 | - | -  | -  | 85    |
| 8  | Processing cow dung into biogas | 82 | 3 | - | -  | -  | 85    |
| 9  | The making of garbage bin from bamboo | 80 | 3 | 2 | -  | -  | 85    |
| 10 | Plowing (*metekap*) activity | 85 | - | - | -  | -  | 85    |
| 11 | Introduction to the environment | 84 | 1 | - | -  | -  | 85    |
| 12 | Introduction to irrigation system | 84 | 1 | - | -  | -  | 85    |

Source: Processed data

Based on Table 1, it can be explained that the concept of green event, conducted based on the developed model, had fulfilled the concept of harmonious culture or green culture in Pinge Village that emphasizes more on the environmental and human aspects. God aspect was conducted when participants made a *canang sari*, which is the symbol to get closer to God, and learning the irrigation system (*subak*) where praying conducted by farmers during their activities at the rice fields was also explained in the activity.
Based on Table 2, it can be explained that 81 participants gave response of strongly agree meaning that the activity related to the environment in the Cultic event was suited to their preference. It was also found that in average of 3 people were agree and one was less agree. The favorite activities of the event was plowing activity, followed by introduction to the environment, introduction to subak, not using and carrying plastic tools, processing the waste into compost, processing cow dung into biogas, eating together on a mat (metegak), introducing types of local vegetables and fruits, the making of garbage bin from bamboo, cooking traditional foods, the making of canangsari using natural materials, and cooking class using local materials at the village. In a whole, the activities at the event were well received by the participants.

4.3. The Benefit of Cultic Event

The implementation of Cultic Event based on the sustainable tourism were: (1) local community should manage the tourism activities in their area; (2) the tourism should provide jobs for the community to improve their welfare; (3) the use of international standard as a reference; and (4) education and training should be provided to improve the management of local tourism to protect the environment and nature [35]. Based on the reference, a questionnaire was built that consisted of items: the involvement of tourism awareness organizations at Pinge Village in the event, the community are involved in serving the guests, the result of event sales was given to the village, the implementation of international standard in serving the guests, and training in environmental conservation by State Polytechnic of Bali. The questionnaire was 5 Likert Scale consisted of 5 = strongly agree, 4 = agree, 3 = fairly agree, 2 = less agree, and 1 = disagree. The result of questionnaire distribution to 160 head of families at Pinge Village is presented in Table 3.

| No | Sustainable Tourism                                                      | SS | S  | CS | KS | TS |
|----|--------------------------------------------------------------------------|----|----|----|----|----|
| 1  | The involvement of tourism awareness organizations at Pinge Village      | 135| 15 | 10 | -  | -  |
| 2  | The community are involved in serving the guests                         | 150| 4  | 6  | -  | -  |
| 3  | The result of event sales was given to the village                      | 145| 10 | 5  | -  | -  |
| 4  | The implementation of international standard in serving the guests that adjusted to the village culture | 140| 15 | 2  | 3  | -  |
| 5  | Training in environmental conservation                                   | 155| 5  | -  | -  | -  |
| Total|                                                                           | 725| 49 | 23 | 3  | 0  |
| Percentage|                                                                     | 90,60| 6,10| 2,90| 0,40| 0  |

The result of data processing indicates that the community was strongly agree with the implementation of sustainable tourism. It was proven by the respondents’ answer that 90.60% of them were strongly agree. The condition gave hope on the model developed by the Polytechnic in packaging a sustainable event and it was considered as an appropriate step. The program of alignment to the community is currently needed to strengthen the economic order of the nation and the society in a long run.

5. Conclusion

Cultic event activities referred to tri hita karana culture that put forward the harmony with God, human being, and nature gave strong legitimation on the implementation of green event concept; therefore, the model test gained strong support from the community. It was proven by the study of cultural activities that put respect to the nature as the majority activity and then followed by activities between humans and God. However, in practice, all elements should be present in these cultural activities and only the percentage is different. The participants of Cultic event had a very high environmental awareness although they were young. It was a good condition for the development and
conservation of nature through a fun recreation so that the harmonious concept of THK culture is continued along the times. The community had high awareness on the sustainability of tourism. It can be seen from their high involvement in the event and they also had commitment in maintaining cultural and natural conservation.

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