Bali Arts Festival: a contributor to sustainable development?

I G A A Wulandari\textsuperscript{1*}, A A S Purnami\textsuperscript{2}, G A O Mahagangga\textsuperscript{3}

\textsuperscript{1} Department of Economic Development, Warmadewa University, Jl. Terompong Nomor 24 Denpasar, 80239, Bali, Indonesia
\textsuperscript{2} Department of Economic Development, Warmadewa University, Jl. Terompong Nomor 24 Denpasar, 80239, Bali, Indonesia
\textsuperscript{3} Department of Tourism, Udayana University, Jl. Dr. Goris Nomor 7 Denpasar, 80232, Bali, Indonesia

*Corresponding author: athina.wuland@gmail.com

Abstract. Climate change is a negative impact of massive community activities in the industrial and service sectors. Therefore, minimizing the effects of climate change is one of the 17 sustainable development goals. One of the principles of sustainable development is environmental preservation, which is a combination of nature and culture. Cultural conservation has become a concern of sustainable development in Bali since the tourism sector in Bali has grown rapidly and was manifested decades ago in the form of a cultural festival, the Bali Arts Festival. Even though it has been held dozens of times, the phenomenon that often comes to the surface is the suitability of holding the Bali Arts Festival with its initial aim of conserving local culture and its proof.

This research uses qualitative methods with qualitative descriptive technique analysis. The results of the research show that the implementation of the Bali Arts Festival which refers to the sustainable development of Bali has a positive impact not only on the local economy but also on culture, which indirectly has a positive impact on the preservation of the natural environment. Thus, it is important to maintain the continuity of organizing the Bali Arts Festival as a bulwark against the threat of degradation of the natural and cultural environment.

1. Introduction

The environmental issue is not a topic that has recently been debated. In 1972, the United Nations Conference on the Human Environment or more commonly known as the Stockholm Conference discussed environmental preservation [1]. Although it did not say explicitly about the concept of sustainable development, the declaration of 26 principles in the Stockholm Conference was the basic principles of sustainable development. It is fully realized that the massive activity in the industrial and service sectors provides negative externalities to the environment, not only the natural environment but also the social environment such as shifts in people's culture due to the influence of the modernization of the outside world. The dominance of the industrial and service sectors over the agricultural sector has slowly led to people's lifestyle towards modernity, one of which is travelling/travelling. Travelling, which was a luxurious lifestyle in the early 1900s, evolved into an activity that was increasingly common into the 1950s. This is evidenced by the number of foreign tourist visits to Indonesia which reached 6,699 people in 1957; 6,437 people in 1958; and 2,580 people in 1959 [2]. The entry of foreign tourists to a tourist destination does have a positive influence on the economy in the tourist destination area, but behind that the rapid development of the tourism sector also changes the lifestyle and behavior of local
communities. This phenomenon is not only caused by an increase in economic level but is furthermore caused by imitating/immitating the westernized lifestyle (westernization).

The description above is a phenomenon in the development of the tourism sector in Bali. Based on data from the Central Statistics Agency of Bali Province, the number of foreign tourist visits to Bali in 1969 was 11,278 people and increased to 24,340 in 1970 [3]. This means that the number of tourist visits to Bali experienced significant growth of up to 115.82% in 1970. This figure is far above the growth in the number of tourists visits nationally which is only 50.25% [3]. The significant growth of the tourism sector on the one hand brings a breath of fresh air to Bali's economic growth, as if finding its identity as a tourism island, but on the other hand it raises concerns about the preservation of Balinese culture and the natural environment. The increase in economic activity causes the residue to increase as well so that the waste produced increases. The then governor of Bali, Ida Bagus Mantra, sparked the idea of cultural conservation through a cultural festival that is held regularly which is now known as the Bali Arts Festival. The goal is the preservation of Balinese culture so that it remains strong during the onslaught of foreign cultures that enter through the gates of the tourism sector. Held for the first time in 1970, the Bali Arts Festival is synonymous with art and cultural parades, exhibitions and performances, but behind the splendour and excitement of the Bali Arts Festival, big questions arises about the suitability of its implementation with the aim of cultural conservation and supporting sustainable development in Bali.

Several previous studies have been conducted at the Bali Arts Festival both in terms of supply and demand, including Noszlopy's research from the political aspect at the Bali Arts Festival [4], research by Kayansa and Adi Kampana regarding tourist perceptions about the potential of the Bali Arts Festival as a tourist attraction [5], Ambarwati examined the promotion strategy of the Bali Arts Festival [6], and Wulandari and Parameswara (2020) examined the factors that influence MSMEs in Bali to participate in handicraft exhibitions at the Bali Arts Festival [7]. Research on the contribution of the Bali Arts Festival in sustainable development has never been studied before, therefore the contribution of the Bali Arts Festival in sustainable development will be the focus of this study.

2. Conceptual framework and methods

Sustainable development is a general concept often used by the United Nations. In the Bruntland Commission Report in 1987 stated that sustainable development is a development that meets the needs of the present without sacrificing the ability of future generations to meet their own needs [8]. It can be said that this sustainable development is a development that upholds social justice. There are four dimensions of sustainable development, namely human, environment, culture and economy which are squeezed into three basic principles of sustainable development namely economic, social and environmental, where the environment here is meant to be a combination of nature and culture. Culture becomes one of these four dimensions because man as the creator himself is closely related and inseparable from his culture. Even the Network of Excellence "Sustainable Development in a Diverse World" sponsored by the European Union integrates multidisciplinary science and cultural diversity as the key points of a new strategy for sustainable development. Seeing the concept of sustainable development that includes culture as one of its dimensions indicates that the environment (natural and cultural) is obliged to be preserved. One way that is believed to be effective in preserving local culture is to hold cultural festivals regularly.

The contribution of cultural festivals to sustainable development is an interesting topic that has previously been researched. Previous research has suggested that cultural festivals can contribute to art, among others, by creating demand for art and improving venue infrastructure so as to encourage the creativity of local artists. Cultural festivals can be a tool to bring in tourists, it's just that using cultural festivals as tourism festivals must still pay attention to the actual function of the festival itself to support the development of sustainable tourism in Ireland [9]. Another study at the Klein Karoo National Arts Festival focused on festival goers' spending, stated that visitors can be divided into 3 types based on their expenses. The division of these types of visitors is important for the next marketing strategy in order to improve the function of the festival from an economic point of view to encourage sustainable development [10]. Another study by O'Sullivan and Jackson developed typologies of festivals and
analyzed their models of implementation. The result stated that although the festival has potential related to local economic development opportunities, these opportunities are often not exploited even though some activities in the festival lead to sustainable local economic development [11].

The Bali Arts Festival is the first and largest Balinese cultural festival which is held once a year with the aim of preserving Balinese culture by continuing to develop and revitalize Balinese culture so that it is able to adapt to every era and not be eroded by foreign cultures that enter Bali as a result of the rapid growth of the sector tourism in Bali [7]. In a study, this cultural festival was stated to be more complex and controversial than it should be. In its implementation, it is assessed that there are many political actions that are shrouded in the cultural concept of the stakeholders [12]. The results of other studies indicate that the Bali Arts Festival is considered to have a potential as a tourist attraction [5]. Furthermore, the Bali Arts Festival has the potential to increase local community awareness of environmental conservation through the promotion of environmentally friendly products [4]. The difficulty arises when it comes to proving the real contribution of the Bali Arts Festival to sustainable development. Therefore, this research tries to find the contribution of the Bali Arts Festival to sustainable development.

This study uses a qualitative descriptive method, because the researcher wants to know about the phenomena that exist in natural conditions, not controlled, laboratory or experimental conditions. The data collection techniques used were non-participant observation, interview, and documentation study [13]. Purposive sampling is used in determining the sample in this study, because the sample is expected to know and understand what the researchers expect. In addition, it is also accompanied by a snowball sampling technique to increase the number of subjects when more in-depth information is needed. This research is a case study research (single-case), Yin (2011) states about data saturation in case studies that the number of interviewees, practices, politics, policies or actions included in the study can easily fall in the range of 25-50 units depending on the complexity of the topic of study [14]. Adhering to Yin's statement and the homogeneity of research subjects (participants at the Bali Arts Festival), this study used 30 participants. Triangulation method is used to check the validity of the data obtained. Data that has been checked for validity is then analyzed in the following order, 1. Data collection, is transcripts of data obtained from observations, interviews, and documentation studies, sorted and arranged based on the source of information; 2. Data reduction, is classifying data, removing unnecessary data, and organizing data that has been reduced; 3. Presentation of data, in this study the data are presented in the form of tables and descriptions (descriptive); 4. The last is drawing conclusions to be able to answer research problems [15].

3. Results and discussion

3.1 Bali arts festival and its contribution to the local economy
It's no secret that the Bali Arts Festival has a big magnet in attracting visitors every time it is held. The impact is the high value of transactions recorded in each operation. Pereira, et.al (2021) in their research stated that direct shopping by visitors is the most obvious economic impact seen in every festival [16]. Based on the data collected, the following is a table of transactions that were successfully booked at the Bali Arts Festival in the last 3 years of its implementation.

| No. | Year | Transaction Value (Billion Rupiahs) | The Growth of Value of Transaction (%) |
|-----|------|-----------------------------------|--------------------------------------|
| 1.  | 2017 | 12.52                             | -                                    |
| 2.  | 2018 | 14.00                             | 11.82                                |
| 3.  | 2019 | 22.8                              | 62.86                                |

Source: Interview, 2021
Based on Table 1, it can be seen clearly that the value of recorded transactions continues to grow dynamically each year. This data indicates that the number of visitors is increasing every year. This is inseparable from the efforts of the Bali provincial government as the organizer to promote the Bali Arts Festival to tourists, both foreign and domestic. In addition to the increase in the number of visitors, the 2019 Bali Arts Festival saw a significant increase in the number of exhibitors (MSMEs) due to the implementation of the booth rental fee exemption policy. This is also one of the factors in increasing the transaction value, given the increasing number of product variants on display. Positively, MSMEs based on local culture can promote products, expand markets, and increase sales. Furthermore, the existence of the Bali Arts Festival, which is still maintained, has turned out to be a booster for MSMEs to innovate in their products, so they can launch new products during the Bali Arts Festival. Besides the arts exhibitions, the transaction value at the Bali Arts Festival also comes from Balinese culinary exhibitions, although the income is only about 10% of the total transaction value. As well as arts exhibitions, culinary exhibitions are also used as promotion opportunities for culinary MSMEs in Bali to introduce their products to the visitors.

The explanation above shows that the exhibitors of both craft fairs and culinary exhibitions in participating in the exhibition are not only looking for high profits but more than that, they are more focused on achieving the long-term positive effects that can be obtained from participating in the exhibition. So that the sustainability of their business is more guaranteed. This result is in accordance with the results of previous research which states that getting regular customers is one of the indicators of the economic factors of exhibitors participating in exhibitions at the Bali Arts Festival [7].

The artists involved in the parades and performances also felt the economic impact. Thousands of artists were involved during the Bali Arts Festival. The artists are taken from the association owned by the Traditional Village, so that it becomes a booster for the rotation of the economy of the villages involved. Quinn (2006) identified a problem in the quality of the festival's relationship with local people [9], but differed in this case. The Bali Arts Festival does not only contribute economically to exhibitors, but also to local communities and several traditional institutions (banjars) in the area where it is held. Local people turn their yard into a parking lot for visitors during the Bali Arts Festival. Meanwhile, parking on the shoulder of the road is regulated by several traditional institutions (banjar) in the neighborhood around the Bali Arts Festival. The exact magnitude and extent of the involvement of local communities and customary institutions has yet to be ascertained. In-depth special research is needed to understand this mutualism relationship.

3.2 Bali arts festival and its contribution to social aspects
Noszlopy (2002) states that the Bali Arts Festival in its implementation contains a deeper and more controversial political element than it should be [12]. She also said that the central and regional governments have partial political interests regarding the concept of culture while the aim of its implementation is to protect and develop local Balinese culture so that it can continue to live and adapt to changes in people's lives. The results of this study seem to be true, but researchers try to see the positive side of the political element in relation to social aspects. In this study, the social aspects that will be discussed are the relationship between stakeholders of the Bali Arts Festival, namely the government as the organizer, business and art activists as exhibitors and performances, and the community as visitors. Furthermore, this relationship was highlighted by the response of visitors and participants to several government policies implemented, especially at the 41st Bali Arts Festival in 2019.

There are several policies that have been implemented, namely Governor Regulation No. 4 of 2019 concerning Waiver of Stand Rental Fees, Governor Regulation No. 97 of 2018 concerning Limitation of Single-Use Plastic Waste, Governor Regulation No. 79 of 2018 concerning the Day for the Use of Balinese Traditional Clothing, and the Governor of Bali Regulation No. 80 of 2018 concerning the Protection and Use of Balinese Language, Script and Literature and the Implementation of the Balinese Language Month. The response from visitors regarding the holding of the Bali Arts Festival was varied, cleanliness was considered positively by visitors as well as the quality of the product, but the majority of visitors considered the price of the product offered was relatively expensive even though the booth
was free [17]. Talking about the free booth rental fee, the responses from the exhibitors also varied. Based on the results of interviews, many of the business activists complained about the changes in the facilities obtained, interaction with visitors was hampered, although many of them expressed that this policy needs to be re-implemented at the next Bali Arts Festival. Another positive thing to note is that social interaction between exhibitors, especially craft fairs, has increased, because in some areas there are stands that require exhibitors to share booths.

The implementation of Governor Regulations No. 79 and 80 of 2019 is manifested in creativity competitions for children, adolescents and adults. Contests that were held included design competitions for traditional clothing to temples and Balinese traditional work clothes at all levels, Balinese culinary competitions, reading and writing lontar, reading Balinese television news, Balinese posters using Balinese script, Balinese script painting baligraphy, speeches. Balinese language, and many more [18]. The social aspect is closely related to improving the quality of children's education. In this case, the implementation of competitions with the theme of Balinese culture and involving children and adolescents as participants actually supports cultural education for the next generation. Technological advances in the era of the industrial revolution 4.0 provide easy access for users to get information and impressions from around the world in hand. The interest of children and adolescents in their local culture has decreased due to the perception that they are outdated. Through these cultural competitions, children and adolescents are introduced to their local culture from an early age so that they can foster a sense of pride in their own culture with the hope of transmitting this positive energy to their environment to jointly teach Balinese culture in art groups (sekeha) in each banjar.

3.3 Bali arts festival and its contribution to the natural environment

Governor Regulation No. 97 of 2018 concerning the Limitation of the Incidence of Single-Use Plastic Waste is also one of the policies implemented at the 41st Bali Arts Festival in 2019. This policy is one of the keys to differentiating the 41st Bali Arts Festival from the previous one. Stakeholders, both organizers, exhibitors and visitors are required to implement the policy. The result is, organizers use environmentally friendly materials for ornamental ornaments, penjor, and arched gates, visitors prepare their own bags because not all exhibitors provide bags. Several arts exhibitors use their creativity to innovate to create eco-friendly products that visitors expect unexpectedly. The results of previous research also stated that the Bali Arts Festival has the potential as a forum for promoting environmentally friendly products [12]. The government seems to be serious this time in dealing with environmental problems. The regulations on the generation of single-use plastic waste have shown an impact. Most shopping centers, restaurants and other shopping places no longer provide and use plastic bags. Plastic straws are less and less used in food stalls and restaurants. This shows people's awareness to implement the rules very well, besides the Balinese people are actually very adaptive to change [19]. The majority of Balinese people work in the service sector, be it tourism, finance, etc. already used to following standardization. We must not be careless about the development of tourism in Bali. The natural environment is an important asset owned by the Balinese people. If these assets are eroded by the conversion of land for settlement and tourist accommodation, it is not impossible that Bali will be abandoned by tourists. It's only a matter of time, before that happens. Therefore, environmental preservation is the responsibility of the government, businessmen and society.

3.4 Bali arts festival and its contribution to cultural conservation

Cultural revitalization is the main key to Balinese cultural continuity. This is the background of organizing the biggest cultural festival in Bali. Since it was first held until the 41st time, the Bali Arts Festival has always presented parades, performances and exhibitions that are thick with Balinese culture. All forms of implementation are always adjusted to changes that occur in society, so that many contemporary arts are created thanks to the holding of the Bali Arts Festival. Quinn (2006) mentions that cultural festivals can contribute to art by creating a demand for art [9]. The results of this study are in accordance with the phenomena that occurred in Bali. The festival, which is held regularly once a year, creates a demand for art so that art activities are maintained and increase the creativity of local
artists. Furthermore, staging does not only involve adults, parades and performances rarely involve children and adolescents so that they indirectly "force" (in a positive way) children and adolescents to learn Balinese arts and culture.

Culture is not only about performing arts, culture is the result of human creation, taste, and initiative and is manifested in everyday life. Craft and culinary exhibition products are also included in culture. The changes that occur in society lead to the commodification of culture in the form of products and attractions. Classical and contemporary culture harmoniously combine in every organization of the Bali Arts Festival. In depth, the contribution of the Bali Arts Festival to culture is not only during the festival, but also on the continuity of production and creativity that has given birth to new product innovations and staging attractions at the next Bali Arts Festival. Another impact is the formation of an art school / art group in each customary village, usually in the banjar to be prepared for competitions, performances, or for religious ceremonies.

4. Conclusion

In fact, the Bali Arts Festival does not only function as a cultural festival aimed at preserving and revitalizing culture, not only attracting tourists to come, not only increasing the income of the exhibitors and artists involved, but has a much deeper and more complex role than it seems. Its contribution in the economic, social, environmental, natural and cultural aspects can be clearly explained, especially through the arts exhibitions as a medium for introducing and distributing environmentally friendly daily products in order to support regulations related to the generation of single-use plastic waste. In addition, the implementation of the Bali Arts Festival that supports cultural conservation becomes a medium for the younger generation to learn to understand the meaning of various philosophies of life based on local wisdom in Bali so that in the future they are able to build their awareness to participate in preserving the Balinese environment. This means that the Bali Arts Festival contributes to sustainable development, although it still needs to be better empowered regarding its potential as a contributor to sustainable development.

References

[1] United Nations 2013 United nations conference on the environment, 5-16 June 1972, Stockholm [Online] Available: https://www.un.org/en/conferences/environment/stockholm1972

[2] Futtro T D 2012 Peran dewan turisme indonesia dalam menunjang pariwisata di Indonesia (1957-1965) (Depok: PS Ilmu Sejarah, Fakultas Ilmu Pengetahuan Budaya, Universitas Indonesia)

[3] BPS Provinsi Bali 2020 Number of foreign visitor to Indonesia and Bali, 1969-2020 [Online] Available: https://bali.bps.go.id/statisticable/2018/02/09/jumlah-wisatawan-asing-ke-bali-dan-indonesia-1969-2019.html

[4] Wulandari I G A A and Mahangarra G A O 2021 Tri Hita Karana In Bali Arts Festival IOP Conf. Ser.: Earth and Environ. Sci. 724 (1) 012100

[5] Kayansa I W R Y and Adikampana I M 2017 Persepsi wisatawan nusantara terhadap penyelenggaraan pesa kesenian bali sebagai daya tarik wisata Jurnal Destinasi Pariwisata 5(1) 130-6

[6] Ambarwati A 2011 Evaluasi strategi promosi dinas pariwisata propinsi bali dalam event pesa kesenian Bali untuk menarik wisatawan mancanegara Doctoral dissertation (Yogyakarta: UPN Veteran Yogyakarta)

[7] Wulandari I G A A & Parameswara A A G A 2019 Problematika umkm berbasis budaya lokal di Bali (studi kasus pemasaran produk umkm berbasis budaya lokal di pesta kesenian Bali) Jurnal Ekonomi dan Bisnis 6(2) 101-20

[8] Unesco 2021 Sustainable Development [Online] Available: https://en.unesco.org/themes/education-sustainable-development/what-is-esd/sd

[9] Quinn B 2006 Problematising ‘festival tourism’: Arts festivals and sustainable development in
[10] Kruger M, Saayman A and Saayman M 2012 Identifying the 'big spenders' at a national arts festival Acta Academica 44(3) 74-94
[11] O'Sullivan D and Jackson M J 2002 Festival tourism: a contributor to sustainable local economic development? Journal of sustainable tourism 10(4) 325-42
[12] Noszlopy L 2002 The bali arts festival- pesta kesenian bali: culture, politics and the arts in contemporary indonesia Thesis (University of East Anglia: Doctoral dissertation).
[13] Lambert V A and Lambert CE 2012 Qualitative descriptive research: An acceptable design Pacific Rim International Journal of Nursing Research 16(4) 255-6
[14] Yin R K 2010 Qualitative Research from Start to Finish (New York: The Guilford Press)
[15] Miles M B, Huberman A M and Saldana J 2014 Qualitative Data Analysis, A Methods Sourcebook, Edition 3 (USA: Sage Publications)
[16] Pereira L, Jerónimo C, Sempiterno M, da Costa R L, Dias Â and António N 2021 Events and festivals contribution for local sustainability Sustainability 13(3) 1520
[17] Bali Tribun News 2019 Evaluasi PKB 2019 - stand pameran gratis, tapi harga produk tetap tinggi [Online] Available: https://bali.tribunnews.com/2019/07/30/evaluasi-pkb-2019-stand-pameran-gratis-tapi-harga-produk-tetap-tinggi?page=2
[18] Suara Karya 2019 38 lomba seni siap meriahkan pesta kesenian bali 2019 [Online] Available: https://www.suarakarya.id/detail/93249/38-Lomba-Seni-Siap-Meriahkan-Pesta-Kesenian-Bali-2019
[19] Mahagangga G A O, Anom I P, Suryawan I B, Negara I M K, Wulandari I G A A and Ariwangsa I M B 2021 Tourism evolution and climate changed in Badung Regency Bali, Indonesia IOP Conf. Ser.: Earth Environ. Sci. 724 012093