



**PROMOTING INCLUSIVE DEVELOPMENT OF BALI RURAL TOURISM
WITH A FOCUS ON TRADITIONAL SACRED *SUBAK* LANDSCAPES
AS RESOURCES FOR EDU-TOURISM**

I Made Sukamerta

**Universitas Mahasaraswati Denpasar Bali
Indonesia**

14th International Conference on Education Research
Seoul, 17-18 October 2013

The Bali Island as Tourism Destination



- Bali is a major tourist destination in Indonesia.
- 40% of tourists visiting Indonesia visit Bali
- Bali has a unique culture
- Hindu practice is different than in India
- Bali is famous for its Cultural heritage tourism
- Cultural Tourism become mass Tourism in 1990s

Mass Tourism



- **Massive tourist facilities are built concentrated at southern parts of Bali**
- **Tourism has certainly had a positive and negative impact on the environment.**
- **Positive: Job opportunities, rapid economic development**
- **Negative: Destroy the cultural heritages, ritual activities and others**

Land Conversion in Bali



- Many farmers in Bali sell their farm to the developers, more than 1,000 hectares conversion occurs within a year
- Some tourists start complaining this situation
- They change their destination to other islands such lombok and other neighboring islands

- **Rapid development of Bali mass tourism raise awareness of the importance of rural tourism as a vehicle for sustainable rural development**
- **Bali has great potential in the development of rural tourism because bali has a number of social and culture resources that can sustain tourism development.**

- The sustainable tourism development that focuses on : the sustainability of the natural, social and cultural, and economic
- The tangible and intangible values of the cultural *subak* landscape heritage as resources for promoting the inclusive development of rural tourism.

Tangible and Intangible values (Tri Hita Karana)



Outstanding Universal Values of Subak

- ***Tri Hita Karana***: harmonious relationship with natural and spiritual world, through an intricate series of rituals, offerings and artistic performances.
- **Democratic and egalitarian system** focused on water temples and the control of irrigation that has shaped the landscape over the past thousand years
- **Water temple networking**: ceremonies associated with the temples and their role in the practical management of water together crystallize the ideas of the *Tri Hita Karana*

Tangible Aspect of the Subak

- The tangible aspects such as rice terraces, local architecture, irrigation structures and water temple networking,



Intangible Aspect of the Subak



- The intangible aspects such as language, religion, music, folktales, and stories.
- More tourists are interested with ecotourism
- Bali should remain as Cultural Tourism

Ecotourism in Bali



The ecotourism are expected to be able to maintain or may increase more tourists visit Bali

Many Travel Agents are now interested in promoting ecotourism

Package tour to visit Subak can attract more tourists stay longer in Bali

The Role of Unmas Denpasar



- Universitas Mahasaraswati designing a curriculum for secondary and senior high schools about subak.
- They were invited to see farmers in planting rice, take care of ducks and rituals performed by farmers.
- By using a camera or mobile phone they could take pictures and video which will be discussed in class.

Educational Tourism

- One of the policy to maintain sustainable tourist rural development is to include students or young people in promoting rural tourism ([educational tourism](#)).
- The fact shows that many young people no longer interested in working the rice fields.
- Tangible steps must be taken by the provincial government to avoid further damage.

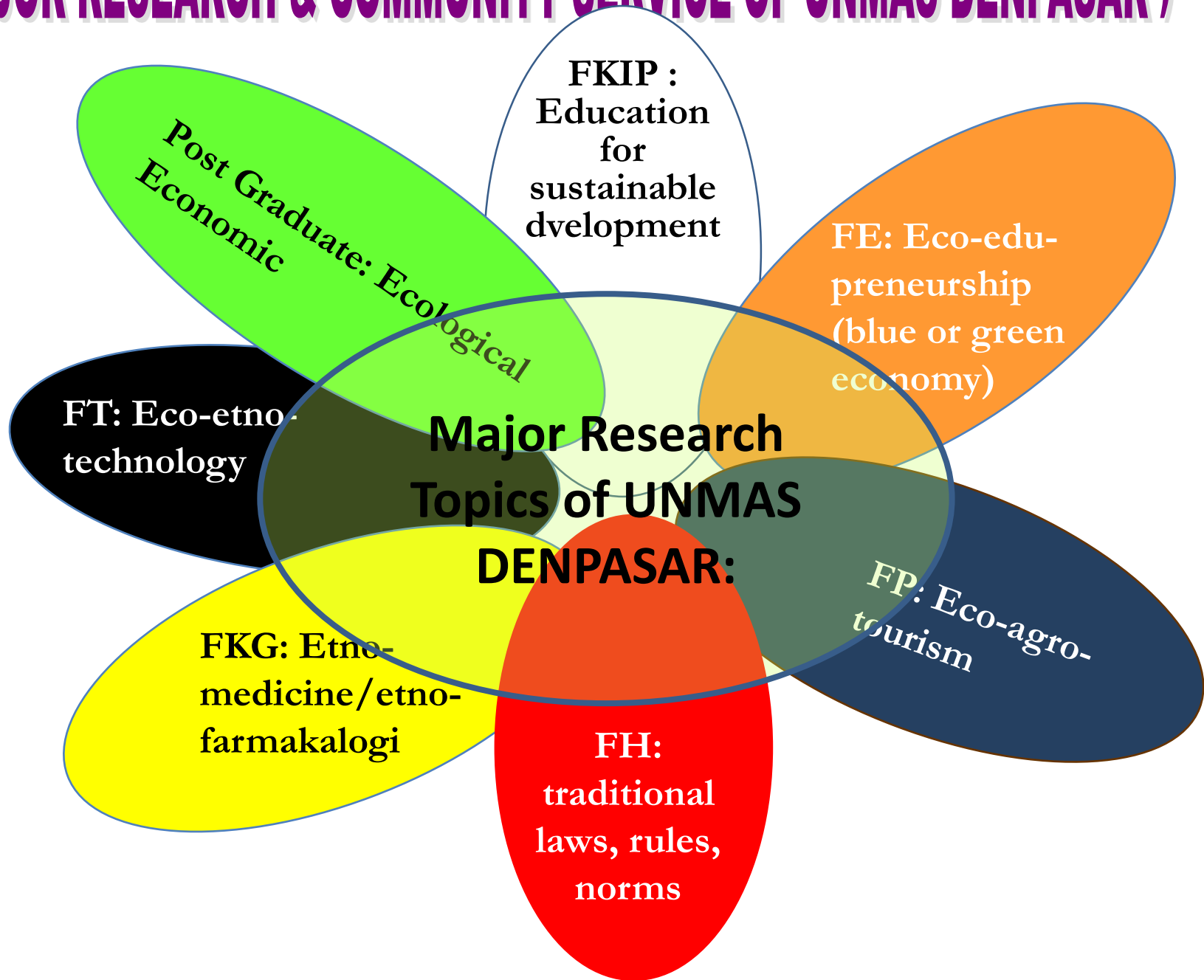
- The participation and support of the students is expected to be able to reduce the negative impact such as environmental damage and pollution as a result of local cultural or tourist activities.
- Young generation are expected to come back to the village to developed agriculture

Engage Undergraduate Student to develop school curriculum



Undergraduate Students

MAJOR RESEARCH & COMMUNITY SERVICE OF UNMAS DENPASAR)



Networking with Pertamina: Multifunction of Community Hall



325 million) for building Wantilan (community house) at Subak Pulagan (2013); plan to build 198 shrines (2015).



Center for outdoor training for experienced teacher

Learning Material: Modules

**ALIRAN ENERGI DAN DAUR BIOGEOKIMIA
DALAM EKOSISTEM SUBAK**
(Penerapan Video Berpartisipasi
dalam Pembelajaran Biologi Berbasis Etnosains)

KELAS
X

Nama :
Absen :
Kelas :

SEMESTER II KD 4.1

Modul Pembelajaran
**PEMANFAATAN LIMBAH
KAWASAN SUBAK BERBASIS
SAINS ART**
Lokasi : Lumbisela Subak

Kelas
X

Semester 2

Nama :
Kelas :
No Absen :

**KEANEKARAGAMAN HAYATI
GEOPARK DANAU BATUR**

*Modul Sma
Semester Genap*

Untuk Kelas **XI D**

NAMA :
KELAS : NO.ABSEN :
SEKOLAH :

**KESALINGTERGANTUNGAN ANTAR
KOMPONEN DALAM EKOSISTEM**

VII MODUL KELAS VII SEMESTER GENAP
SEKOLAH MENENGAH PERTAMA

NAMA :
KELAS : NO.ABSEN :
SEKOLAH :

ETSP
Penerapan di Subak

Mengeksplorasi Ekosistem Subak
MODUL 1

Nama :
Kelas :
Absen :

Modul Untuk SMP Kelas VII Semester II

**MENCEGAH
KERUSAKAN
LINGKUNGAN DI PURA
TAMAN AYUN DAN
SEKITARNYA**

Nama :
Kelas :
No Absen :

Networking (BSRU Bangkok)



Photovoice Workshop, 14 Nov 2012

Networking (EOS An Institute of Nanyang Technological University, Singapore)

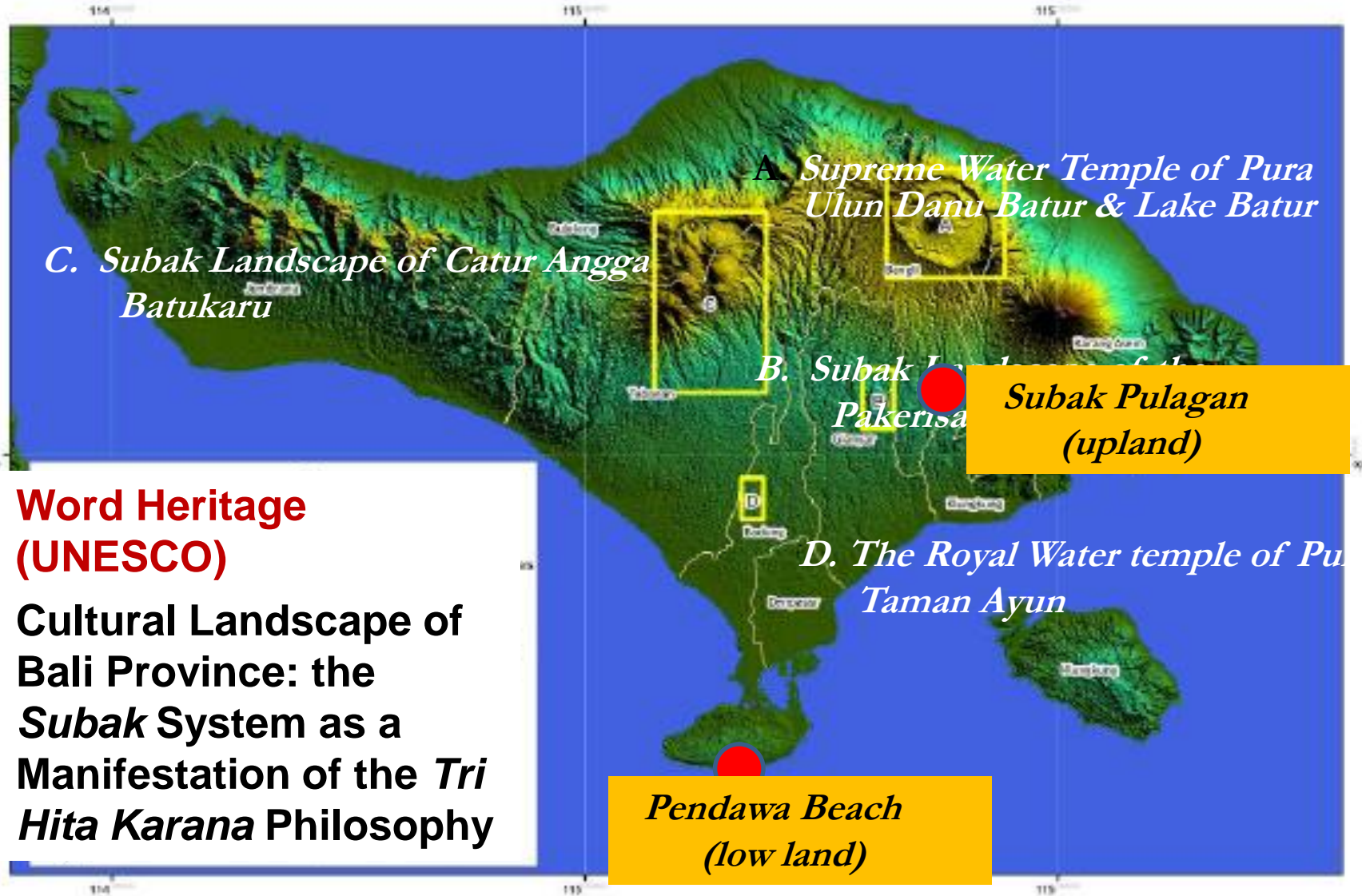


Field Seminar on Understanding Volcanoes, Batur Volcano, 3-7 June 2013

Networking with Rockefeller Global Foundation for Social Innovation



Educational Tourism of Kaja-Kelod (Unmas Plan)



**Word Heritage
(UNESCO)**

**Cultural Landscape of
Bali Province: the
Subak System as a
Manifestation of the *Tri
Hita Karana* Philosophy**



Thank You