











tenant plan. Consequently, tourism enterprises operating in Bali have to incorporate in line with agenda 21 for the travel and tourism which launched in 1996. One of the sustainable frames work of sustainable tourism is that tourism development should recognize and support the identity, culture and interests of indigenous peoples (Agenda 21 for the Travel & Tourism Industry, 1996). The question is that leading healthy and productive live in harmony with nature in the western conception is totally different from Balinese conception of nature. In the western concept in harmony with nature signifies proportional utilization of nature based on it carrying capacity (Harris Rob ital, 2003). While in harmony with nature in the singularity of Balinese cultural approach is to preserve the spiritual aspects of nature through rituals, three main rituals dedicated to nature are wana kerthi (ritual dedicated to green vegetation and its ecosystem), danu kerthi (ritual dedicated to fresh water resources) and samudra kerthi (ritual dedicated to saline water resources), (Wiana Ketut, 2007). (Budarma Ketut, 2015). extended into three natural segments viz. ocean, flora and fauna and fresh water with their entities, while the dimension of human divided into two clusters namely social and individual. Tri hita karana stated that humankind has to develop pious realltion with nature without specifying with which part of nature. Sad kertih makes it more specific that human being is mandated to develop relation with their ecological surroundings, fresh water, flora and fauna and ocean (Budarma Ketut, 2015).

## **RESULTS**

The research found that both traditional and official villages of Batuan have strong willingness to develop the village as a tourism village based on their local values. They have disseminated the ideas to the community, universities, governments and other related stakeholders in order to get support and feedbacks for the future development of the village. The village of Batuan has committed to revitalize cultural, natural and social potentials to prepare the village as an international destination. English classes have been organized regularly to prepare the coming of visitors. The village provides free Batuan style in the vision. Peace is something valuable searched by tourists visiting a destination in an economic wellbeing basing on the pious relation with God, fellow beings and ecology or nature. The vision values of the village are an integration between global and local values, safety, peace and prosperity is global but then integrated into tri hita karana (**Figure 1**).

The layout of the village demonstrates that the village is an old traditional village following traditional rules and regulation in the land division. The division of the land in such away, tourism development will be controlled by the spatial system, since the sacred sphere cannot be developed into tourism facilities, the area will remain sterile.

### **Batuan villages cultural values well aligned with sustainable tourism development in the village**

Tri Hita Karana as a spiritual philosophy, strongly followed by the community of Batuan village in their day-to-day life practices, has controlled all courses of their activities both traditionally and professionally. The tri harmonious

relationship is manifested in spatial conception called *tri mandala* (three spaces). They have sacred space, where temples and shrines are located, the space is called *utama mandala*. Spaces where houses, offices and markets are situated is called *madya mandala*, the space commonly referred to as a residential space. The space where garbage is kept and recycled, and the space where recreational is done is called *nista mandala* or a profane space.

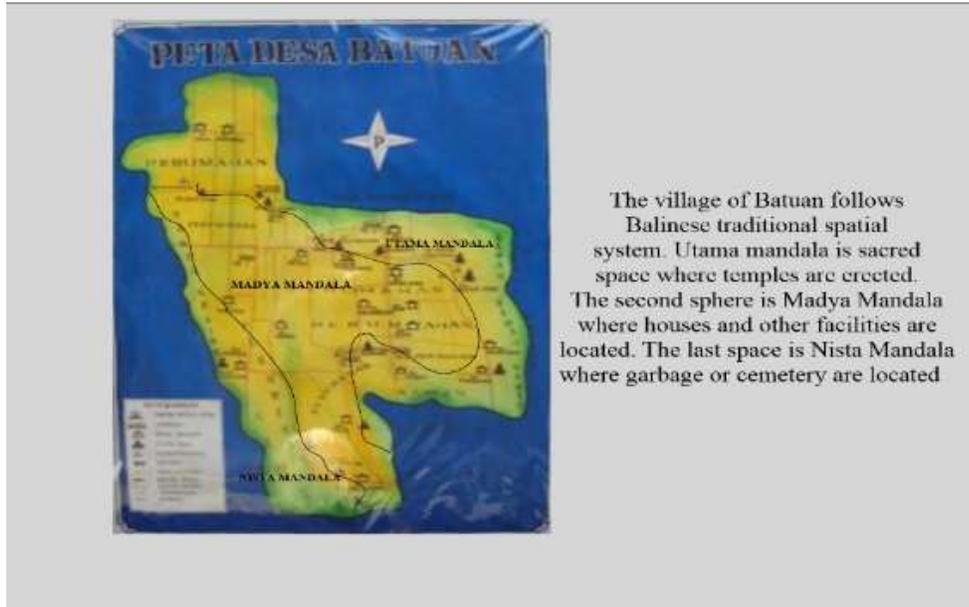


Figure 1. The vision values of the village are an integration between global and local values.

The vision values of the village of Batuan are to realize safe, peaceful and prosperous village towards sustainable development based on *tri hita karana*. The vision value is relevant to the global quest of sustainable development. Realization of the vision value is strongly integrated with sustainable tourism development. Safety and security are an important issues of tourism destination, Batuan has a strong awareness on the issues, and put it as the main issue can live on and be proud of their culture and heritage.

Culturally based tourism developed in the village of Batuan will promote the renaissance of the village cultures and at the same time promote the awareness of the local community on the importance of natural preservation, hygiene and cleanliness. Culture and nature not only perceived as traditional entity but as tourism capital to create wealth. Since the village has strongly mandated in the vision “based on *tri hita karana*”, spiritual activities will be more vibrant, since the local community earn enough money from tourism to carry on their spiritual culture. Other aspects such as social life, mutual cooperation in the field of culture and nature will go hand in hand as well.

Economic welfare is important for the community of the village, but on top of that they need harmony or balance, between terrestrial and spiritual life. Local value system has been established in the village to prevent the community from being greedy that may cause bad impacts on their culture and nature. Strong local value

system will not be homogenized by the global one, but it will control the global system, the system will be hybridized and mutually benefiting each other.

### **The role of tourism in aligning local value system with global paradigm of tourism**

The board of the village convinced that the village of Batuan has potentials to be developed into a green tourism destination. It has cultural, natural and heritage attractions and fine arts as important elements of sustainable tourism destination. As mentioned above, the village has universal value system that will be easily integrated into the global value system brought by tourism. When tourists regularly visit the village, those traditional value system manifested in art works, performing arts etc. will have economic values, and hence local people. The theories do not specifically focus on the alignment of local spiritual value system in the quest of tourism sustainable development, the spiritual aspects are ignored. Bali is totally different from the situation where those two theories were developed. Balinese culture, architecture, performances and lifestyle are manifestation of Balinese spirituality, thus cultural tourism is actually based on the Balinese Hinduism (**Figure 2**).



**Figure 2.** The contribution of tourism in the village will be circulated from spirituality, culture, nature to tourism.

### **What is the impact of the local spiritual value system alignment with sustainable tourism development in the village of Batuan**

Globally sustainable tourism development in a rural area like Batuan is approached by deploying community-based tourism model and eco-tourism. Those two approaches emphasize on the community participation in tourism development and their awareness of natural and cultural sustainability.

Spirituality is the essence of Balinese community, tourism development promoted in the village finally will be dedicated to the sustainability of the spirituality hence all cultures and lifestyle are rooted. The life of the community in the village controlled by philosophy or *tatwa*, ethic, or *susila* and ritual (*upacara*), the last one needs financial support from tourism. The contribution of tourism in the village will be circulated from spirituality, culture, nature to tourism than invested to sustain

spirituality, culture, nature then back to tourism. The power of the local values enables development of tourism in Bali sustainable, since wealth earned from tourism is partly contributed to preserve resources (culture, nature, art, life style, heritage) (Figure 3).



Figure 3. Preserve resources culture, nature, spirituality.

### Hybrid value system between locality and globalization as a specific model of green tourism development at Batuan village, Ubud-Gianyar Regency

Tourism activities in the village of Batuan is a result of hybridization between locality (local values, culture, nature and lifestyle) and globalization, tourism is a global phenomenon, a movement of people from a certain country of origin to a country of destination. Batuan as one of tourism destinations in the island of Bali, has to welcome the global phenomenon in the context of Balinese culture and values. The meeting point between local and global value systems creates hybrid power that mutually supporting each other. Tourism in the village will give meaningful experiences to the visitors, on the other hand local community will earn living from tourism, the money collected from tourism will be reinvested to the sustainability of local resources and facilities supporting tourism in the village.

The hybrid value system between locality and globalization will make the village as a global village controlled by local wisdom. The coming of international visitors in the village stimulates local community to open their horizon, they realize the importance of education, mastery of foreign languages, the role of local culture and art in supporting their economic development.

### CONCLUSION

Local community has strong spirituality manifested in cultural and artistic activities, including traditional agriculture. Manifestation of the spirituality becomes pure spiritual culture but also culture specifically designed for tourism. Economic reward from tourism managed in such a way to preserve and revitalize local culture in a cyclic manner. Tourism development in the village of Batuan, Ubud Gianyar has a strong potential local value system that enable the village to be a green tourism destination in Bali, basing on local wisdom and global best practice criteria. The village of Batuan traditionally has set vision values basing on sustainable development, making the village economically prosperous and culturally and naturally friendly.

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