

UDC 332

POTENTIAL DEVELOPMENT OF BUDAKELING TOURISM VILLAGE AS A SPIRITUAL TOURIST ATTRACTION IN KARANGASEM DISTRICT, INDONESIA

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ABSTRACT

The purpose of this study is to identify the potential of Budakeling Tourism Village. The study was conducted in the Budakeling Tourism Village with qualitative methods. The informant determination technique is purposive sampling. Based on observations and interviews, the activities that are summarized as the attraction of spiritual tourism can be an indicator of the potential for spiritual tourism in the Budakeling Tourism Village are as follows: yoga, ayurveda meditation, religious activities and cultural activities. The potential of Budakeling Tourism Village as a spiritual tourist attraction in Karangasem Regency can be seen from the elements of attraction, place elements, and motivational elements. The diversity of spiritual tourism potentials in the Budakeling Tourism Village that has its own characteristics in accordance with local wisdom needs to be managed in a coordinated manner by the stakeholders. Local people and entrepreneurs need some regulations and written rules in implementing the development of the Budakeling Tourism Village as a spiritual tourism attraction.

KEY WORDS

Tourism village, spiritual tourism attraction, local wisdom.

The tourism sector in Bali is very dominant and influences various aspects of community life, just like economics, socio-cultural and natural environment aspects. All the development of facilities and infrastructure to support tourism activities need a large land, even though the existence of land in Bali is limited. Physical tourism development is generally directed to meet the needs of "mass tourism", while the success of "mass tourism" tends to have implications for the uncontrolled physical development in Bali.

Suri and Rao (2014) state that spiritual tourism is a tour to holy places to carry out spiritual activities like prayer, yoga, meditation, concentration, deconcentration and other terms in accordance with their respective religions or beliefs. The purpose of developing spiritual tourism is to improve the welfare of the community and continue to preserve culture and the environment in a sustainable manner. Budakeling Tourism Village is one of the villages in Karangasem Regency. Assessment of tourism potential is important to mapping the potential of spiritual tourism.

The purpose of developing the Budakeling Tourism Village is to increase the attractiveness of spiritual tourism in Karangasem Regency. The role of the government in the development of spiritual tourism in the Village of Budakeling is limited. The study of spiritual tourism development in Bali found in research of Wijayasa (2008), Sukadi, et al (2013), Maulana (2014), Susanti (2009), Widyastuti, et al. (2017), Sutarya and Wardana (2017). In the description of the research, there are several studies that show the potential of developing spiritual tourism attractions in Bali. Research on the development of spiritual tourism abroad is mostly carried out on the development of spiritual tourism in India. This refers to spiritual tourism that has developed according to the research of Medhekar and Haq (2012), Farooq Haq (2006), Shanthakumari (2016), Vinay, et al. (2016), Rogers (2007). From these studies it can be seen the concept of spiritual tourism, the potential development of spiritual tourism, activities included in spiritual tourism, the difference between spiritual tourism and religious tourism.

Until now, the regional regulation on the development of spiritual tourism has not been realized. It makes the tourism actors or in this case called as stakeholders not have legal

rules in developing the Budakeling tourism village as a spiritual tourism attraction. This research going to be important because research on developing the potential of spiritual tourism attractiveness, especially in Bali is only limited to the study of an ashram, yoga and meditation community and holy places of a religion that is used as a potential for spiritual tourism, without looking at other potential outside a religion and place of worship. Budekeling Village is very important to be investigated, emphasizing the potential of tourism that can be developed as a spiritual tourism attraction. This study aims to identify the potential of the Budakeling Tourism Village that can be developed as a spiritual tourism attraction in Karangasem Regency.

METHODS OF RESEARCH

The study was conducted in the Budakeling Tourism Village, Karangasem Regency. The concepts and theoretical basis relevant in analyzing the formulation of the problem in this study are the concept of tourism development, spiritual tourism attractions, the potential for spiritual tourism, sustainable tourism development. The grand theory in this research is the theory of change, and is supported by the theory of Tourism Area Life Cycles (TALC). Sources of data in this study are primary data sources and secondary data sources. Primary data source is the result of interviews from key informants where the technique of determining informants in the form of purposive sampling. The informants consisted of experts in the religious and spiritual fields, government (Deputy Regent of Karangasem Regency), Head of the Karangasem Regency Tourism Office, tourism entrepreneurs, community leaders (Perbekel), custom village, and head of village tourism manager, coaches of meditation, academics, ASITA, HPI, foreign tourists staying overnight.

RESULTS AND DISCUSSION

Budakeling Village is one of the villages in Bebandem District, located 3 Kilometers from the City of Bebandem District. Geographically, Budakeling Village is classified as a hilly village located in the south of Mount Agung, which is classified as a hilly area with an altitude of approximately 400 meters above sea level with average temperatures reaching 27 degrees Celsius, with administrative boundaries, North is Bhuana Giri Village, West side is Bebandem Village, East side is Ababi Village and South Side is Pagangkerta Village. The Budakeling Village Season, as other villages in Indonesia have a dry and rainy season, it has a direct influence on cropping patterns on agricultural land in the Budakeling Village, Bebandem District. The area of Budakeling Village is 215,280 Ha. The area of Budakeling Village reaches 215,280 Km². Administratively, Budakeling Village is composed of 8 (eight) Banjar Dinas. Traditionally, the Budakeling Village consists of 10 (Ten) Adat Banjar Adat. The Budakeling Village also has 2 (Two) Pakraman Villages and 1 (one) Muslim Adat Village, namely Saren Jawa Adat Village.

It cannot be denied, that tourism provides positive benefits in improving people's lives. To be able to enjoy the benefits of tourism development, of course the community and regions that have potential in the tourism sector are trying to make changes in a structured direction for the better by developing existing tourism potential. Structured and planned change is transformation change. From a change process it will be easier to happen if the community concerned is open to new things or problems both from outside and from within. Social transformation can happen deliberately and is desired by the community. Dissatisfaction with the economy of the community in the Budakeling Tourism Village made the community look for ideas to improve the economy by utilizing and optimizing their tourism potential. Existing tourism potentials are optimized for development in accordance with current tourist trends and needs. The trend of spiritual tourism which is starting to be of interest to tourists at the moment can trigger the efforts of the community to utilize and optimize tourism potential, especially the potential of spiritual tourism in the Budakeling tourism village.

According to Melcher 2006, comprehensive steps in the development of spiritual tourism are explained in five activities that are part of spiritual tourism. Based on observations and interviews, the activities that are summarized as the attraction of spiritual tourism, can be an indicator of spiritual tourism activities in the Budakeling tourism village are as follows: 1) yoga is an activity or method to achieve a goal of controlling the body and mind that is practiced as part of Ayurveda. In the Budakeling tourism village, yoga activities are well known and run by several spiritual groups, Tantra Yoga, which is an ancient yoga heritage that is still preserved in the Budakeling Tourism Village. 2) ayurveda: Indian traditional medicine and science system of alternative medicine for various diseases through the wisdom of traditional Indian medicine. In the village of Budakeling Tourism treatment can be done through Yoga and meditation activities. Treatment is done by tracing their past lives (Past Life Regression). They believe that by knowing their past lives through meditation they will find out the causes of heart and mind anxiety that cause them physical pain. 3) meditation: the term meditation refers to a variety of practices from exercises designed to encourage relaxation, build internal energy or life force and develop concentration. In addition to learning yoga, foreign tourists who mostly come from Europe, visit the Budakeling Tourism Village with the aim of learning Meditation. 4) cultural activities: visiting historic sites, places that have religious connotations, and reflection. Budakeling Tourism Village has a variety of cultural heritage, such as arts, crafts, dances and sacred gamelan, and the most popular is the Tomb of R. Kyai. Abdul Jalil. This meal began to be visited by tourists with the aim of pilgrimage. 5) religious activities: some of the activities carried out at the request of the tourists themselves relating to religious activities are performing "meotonan" religious rituals and performing Hindu prayers. Some tourists also learn how to make canang and carry out physical cleansing activities through holy water (holly water) called "melukat". The activity was introduced by the manager of the Tourism Village. There is no element of coercion, but tourists with awareness and voluntarily ask home stay managers to be allowed to learn activities related to Hindu rituals.

The results of research on the potential of the Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency can be seen from the elements of spiritual tourism as follows: 1) the Attraction element: (a). tourist attractions by utilizing natural resources and the environment that support spiritual activities, namely Bukit Sari Peak and Bukit Kusambi; for pilgrimage activities, tourists can make a pilgrimage while traveling at the Tomb of R. Kyai Abdul Jalil; hiking activities can be done by tourists as well as tracking activities on Kusambi hill. (b) counseling potential: counseling activities talking with spiritual trainers and Hindu-Buddhist priests (c) music potential: playing and listening to ancient traditional music that is still preserved; listen to the strains of sacred mantras along with the clapper clapper of Hindu-Buddhist priests who provide calm and peace. (d) creativity: meditation, traditional dance, Bali literature. Budakeling is a center of meditation and still preserves traditional dances and gamelan arts that are already very rare such as gambuh and others, and is very famous for the activity of writing and reading Balinese literature. (e) physical exercise: yoga activities, physical exercises with spiritual goals can be done through yoga. (f) with spiritual practice: spiritual practice (in silence), contemplation, meditation. The calm and quiet atmosphere is found in the Budakeling Tourism Village and is very appropriate for meditation to calm the mind and soul. 2) Place elements: (a) natural phenomena of lakes, mountains, islands, parks. The towering view of Mount Agung gives a spiritual impression to some tourists who are spiritually sensitive. (b) buildings and places originally created for religious purposes. The existence of several holy sites that have historical value can be one of the potential development of spiritual tourism in the village of Budakeling Tourism. The existence of Taman Sari Temple which is the first place for the arrival of Dang Hyang Astapaka, the founder of the village of Budakeling. (c) buildings with religious content. The existence of the griya or sign house until now has been visited by many foreign tourists. (d) special religious events held in non-religious places. For the current religious activities in the Budakeling Tourism Village nothing has been done outside the religious area. (3) elements of Motivation: (a) the "Self" factors: The "self" that is usually used to find self-identity and self-recognition usually dominates this type of tourism. Some tourists

who visit the Budakeling Tourism Village want to know about spiritual activities that are considered to be able to provide knowledge about human relations with the Creator, through meditation activities. Judging from the motivation of tourists in the type of tourists who visit the Budakeling Tourism Village there are two categories: tourists whose personal spiritual growth is the main reason for visiting and have a very strong interest (purposeful spiritual tourist) and tourists who make individual spiritual growth is not an element of tourism decision, but on his way accidentally enjoyed a spiritual vacation (Incidental Spiritual Tourist). (b) the "other" factors: "the other" or which comes from outside oneself can be in the form of culture, environment and others. The purpose of tourists visiting Budakeling Tourism Village is because this village has a unique culture and history of the development of Hindu-Buddhist religion as well as the existence of culture with Muslim culture, besides having natural beauty that is still preserved.

Tourism development is a concept that continues to develop. The concept of the life cycle of a tourist area is a concept that has the carrying capacity to see the condition of tourism in an area. This concept will show the position of a tourist area that always shows changes from time to time, both changes that have increased or changes that have decreased (Suryaningsih, et al 2016). The tourism potential that is owned by the Budakeling Tourism Village as identified in accordance with the 4A concept of Cooper (1993), can be analyzed with the Tourism Area Life-Cycle theory from Butler (1980) which has been applied to the Life-Cycle of Tourism Product by Butler (1990).

By understanding the life cycle of tourist destinations in the Budakeling Tourism Village it can be seen the extent of the changes that have occurred and how the direction of these changes that underlies the development of the Budakeling tourism village as a spiritual tourism attraction. Changes in the position of tourist destinations in Budakeling can be known by analyzing the elements of 4 A associated with the destination life cycle (TALC) of Budakeling Tourism Village. After the position of the Budakeling Tourism Village in the destination life cycle is known, it is expected that policy makers can maximize the potential of existing spiritual tourism to develop the Budakeling Tourism Village as a spiritual tourism attraction in Karangasem Regency

Table 1 – The condition of the Budakeling Tourism Village is seen from 4A and its position on TALC

No.	Tourism Area Life Cycles	Attraction	Accessibility	Amenities	Ancillary
1	Exploration	Nature Tourism Culture Tourism Religion Tourism Yoga Meditation		Restaurant Food Stalls Art shop	Tourism Village Tourism Conscious Group
2	Involvement		Highway <i>Grab</i>	Residents Homestay Uma Shanti Homestay	Online Promotion
3	Development	-	-	-	-
4	Consolidation	-	-	-	-
5	Stagnation	-	-	-	-
6	Decline	-	-	-	-

Source: Data from observations and interviews, 2019.

The position of the Budakeling Tourism Village as a spiritual tourism attraction can be seen in Table 1. From the results of the analysis it can be seen that the position of the slave tourism village is currently in an involvement position. The potential for spiritual tourism in the Budakeling Tourism Village has not been followed by large tourist visits. The potential for existing spiritual tourism requires community involvement, as well as the participation of the government and local entrepreneurs so that it can develop into a spiritual tourism attraction so as to increase the number of tourist visits. Increasing the ability of local human resources (HR) in the development of an area into a tourist attraction is needed. Although it has very supportive potential, but if it is not followed by understanding, capability and competent human resource involvement, of course the area will not be able to develop as expected.

CONCLUSION

The potential of spiritual tourism in the Budakeling Tourism Village in Karangasem Regency can be grouped according to the following elements: (1) attraction elements: (a) tourist attractions by utilizing natural resources and the environment that support spiritual activities; (b) potential counseling; (c) musical potential; (d) with creativity; (e) physical exercise; (f) by spiritual practice (2) elements of the place: (a) natural phenomena of lakes, mountains, islands, parks; (b) buildings and places originally created for religious purposes; (c) buildings with religious content (3) motivational elements: (a) the "self" factor of the "self" or self which is usually used to find self-identity and self-recognition usually dominates this type of tourism; (b) the "other" factor "the other" or which comes from outside oneself can be in the form of culture, environment and others. Based on the conclusions that have been described, it can be suggested that the diversity of the potential for spiritual tourism in the Budakeling Tourism Village that has its own characteristics in accordance with local wisdom needs to be managed in a coordinated manner by the policy makers namely the government, local human resources, local entrepreneurs with the support of the institution high, so that the development of spiritual tourism based on the community (CBT) can be realized. Local people and entrepreneurs need regulations and written rules in implementing the development of the Budakeling Tourism Village as a spiritual tourism attraction. For this reason, the regional regulation on the development of spiritual tourism in Karangasem Regency must be completed immediately.

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