



## Tourism Development Based on Local Culture and Wisdom in Bengkel Tourism Village

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### **Abstract**

The potential of culture and local wisdom in tourism development is part of the product of human creativity that has economic value. The purpose of the study is to analyze tourism based on culture and local wisdom in Bengkel tourism village, Busungbiu District, Buleleng Regency of Bali. By applying descriptive purposive qualitative, data was collected through observation, interviews, and documentation. The study revealed that the village of Bengkel has such a prospective tourism potential, especially in the beauty of nature and uniqueness in culture. However, sustainable tourism development in the village has not yet been properly implemented which makes Bengkel tourism village not yet possible consistently in its development.

**Keywords:** *Tourism Village; Local Culture; Local Wisdom; Tourist Attraction*

### **Introduction**

Tourism can be defined as a journey from one place to another that is temporary, which is usually done by people who want to refresh their minds after working continuously and use their free time to spend time with their families for recreation (Gilbert, 2024; Cooper & Hall, 2022; Small, 2016). The reasons why someone travels include religious motivations such as recreation to holy places of religion to deepen knowledge about religion and some also aim to exercise or just watch sports matches (Robina Ramírez & Fernández, 2020; Olsen, 2019; Ron, A. S., & Timothy, 2018). The tourism industry, when viewed from a cultural perspective, indirectly plays an important role in the development of Indonesian culture because with the existence of a tourist attraction, it can introduce the cultural diversity of a country such as traditional arts, religious ceremonies or customs that attract the attention of foreign tourists and Indonesian tourists. The rapidly growing tourism industry provides understanding and understanding between cultures through the interaction of tourist visitors (tourists) with the local community where the tourist area is located (Canavan, 2016; Reisinger, Y., & Turner, 2012).

This allows tourists to get to know and appreciate the culture of the local community and also understand the background of the local culture adopted by the community (Gao & Wu, 2017; Smith, 2015)). Local wisdom is a set of knowledge and good practices that come from previous generations or

from experiences related to the environment and other communities belonging to a community in a place, which are used to properly and correctly resolve various problems and or difficulties faced (Susanto, Rudyanto, & Rahayuningsih, 2022; Budiana, H. R., Bajari, A., & Mulyawan, 2022; Hasyem, 2022; Pranata, J., Wijoyo, H., & Suharyanto, 2021). Local wisdom comes from customary values, religious values and local culture that are naturally formed in a community group to adapt to the surrounding environment (Ratnasari, Sidiq & Saputra, 2023). Local wisdom is a characteristic of each region that has the potential to support the development of a region (Andari, Mujiburohman, Junarto, Riyadi, Aisiyah, & Farid, 2023). The potential of culture and local wisdom in tourism development is part of the product of human creativity that has economic value (Fatmawati, 2021). One effort to develop tourism based on culture and local wisdom is the packaging of local culture in the form of a festival (Yulianingsih, Ismanto & Candradewini, 2024; Nurjatisari, T., Narawati, T., Nugraheni, T., & Riyadi, 2023; Andari, Supartha, Riana & Sukawati, 2022).

Tourism in Bali has become a major source of income for the government and local community (Subadra, 2019; (Arismayanti, Suwena, Budiarsa, Bakta & Pitana, 2019). Bali's unique and rich culture attracts tourists from all over the world (Picard, 2018; Pratiwi, Ayomi & Candra, 2017). However, in recent years, there has been a shift in the tourism pattern in Bali, which is dominated by tourists seeking entertainment and tranquility, ignoring the cultural and historical values of Bali (Purnamawati, & Hatane, 2022; Toddy, 2017). To overcome this, the government and people of Bali need to develop tourism that is based on local culture (Putri & Saputra, 2022; Wibawa & Susanto, 2020; Mudana, Suamba, Putra & Ardini, 2018). In this case, the rich and unique Balinese culture should be the main focus in developing tourism in Bali (Mahendra, 2024; Mayuzumi, 2022). Thus, tourism will not only bring financial benefits to the government and community, but can also maintain Balinese culture and preserve it for future generations (Nurjaya, 2023; Suardana, Gelgel & Watra, 2022; Rosilawati, Mulawarman & Mulyantari, 2020).

In this case, the importance of developing tourist villages in Indonesia has a very important role in improving the local economy, preserving culture and traditions, and promoting the natural beauty of Indonesia to domestic and foreign tourists. Through tourist villages, local people can earn additional income through businesses such as homestays, handicrafts, and providing traditional food development. In addition, the development of tourist villages also helps in preserving local culture and traditions, because tourists can learn and appreciate the cultural richness that exists in the village. Finally, tourist villages also play an important role in promoting the natural beauty of Indonesia, so that it can increase the number of tourist visits and have a positive impact on national economic growth.

As a tourist village, Bengkel Village has experienced significant development in terms of tourism. Based on the latest information, in 2022, Bengkel Village has been applied as a tourist village by the Buleleng Regent based on decree No. 430/239/HK/2022. This shows that the local government has recognized the tourism potential of Bengkel Village and is trying to improve the development of the tourism sector there. However, as with tourism development in other places, Bengkel Village also faces a number of problems. Some of them are traffic jams that occur around tourist attractions, inadequate infrastructure such as difficult road access, and the need for skilled workers in the tourism industry.

## **Method**

The research method used is descriptive qualitative research method based on post positivism philosophy used to research on natural object conditions (as opposed to experiments) where the researcher is the key instrument data collection techniques are carried out by triangulation which is used to compare information from different theoretical perspectives. The author obtains data through various methods such as observation, interviews with sources, documentation and also questionnaires. From this data collection will be discussed briefly with related parties. The results of the data that have been obtained define the

strategy for developing tourism based on local Balinese culture in Bengkel village. Hopefully, this research can provide economic and tourism progress in Bengkel village.

This research was conducted in Bengkel Village, Busungbiu District, Buleleng Regency, Bali Province. This location was chosen because the potential of Bengkel Village to develop tourism based on local Balinese culture is very broad because the culture in Bengkel Village is very unique and has the potential to be developed and used as a cultural tourism sector. In addition, the author wants to preserve local Balinese culture by making this culture a cultural tourism destination that the author will implement in Bengkel Village. This step can provide progress in tourism in Bengkel Village and also the economic progress of the Bengkel Village community. In addition, it is hoped that this research can also invite the Bengkel Village community to always preserve their local culture. It is hoped that by conducting this research, other villages in Bali can imitate similar methods to advance tourism in their villages and at the same time to preserve Balinese culture which is increasingly being forgotten due to the entry of foreign cultures that influence local culture.

## ***Results and Discussion***

### **Human Resources Potential**

The potential of qualified human resources in the tourism sector of Bengkel village is very prominent, this is proven by the majority of education in Bengkel village are high school graduates, so in terms of human resources in Bengkel village they are very qualified in the world of work, besides that with the Community Service Program (PKM) and Real Work Lectures (KKN) from universities, such as Udayana University, Bali State Polytechnic, Maha Saraswati in Bengkel village have conducted human resource training in the fields of tourism and village governance.

### **Natural Potential of Bengkel Village**

Bengkel Tourism Village presents a variety of tourist attractions such as: Wet and abian subak with terraced rice fields and clove gardens, trekking tours to the Ceburan waterfall, spiritual tourism of Pengulu Temple. Various very interesting activities certainly cannot be enjoyed in just one day of visiting. In its efforts, Bengkel Tourism Village will organize the potential of its tourist attractions. With the fulfillment of tourism services through tour guide and foreign language training, of course, it is very potential for Bengkel Tourism Village in the future to further improve the quality of services to tourists, especially foreign tourists and can create a positive image to increase the number of tourists.



Figure 1. Beautiful view of Bengkel village  
Source: Personal Photo, 2024

The vast expanse of rice fields is an attraction for local and foreign tourists "Uma Desa" which is the granary of Bengkel village with a stretch of rice fields of approximately 80 Ha, is one of the tourism potentials of Bengkel village that needs to be developed. In 2018, the construction project of the Uma Desa tracking path was a priority in the Bengkel Village APBDes which has begun its implementation

from the opening of the road body and later a 920m long concrete rabat will be built with 3 concrete slab culverts that must be built along this road.

The hope of all the people with the construction of this tracking path will later become one of the leading tourism potentials in Bengkel village and the community will enjoy it besides the original village income or PAD also increasing. The beautiful scenery of the Uma Desa rice fields, hopefully, will always spread its charm to all eyes that see it. The natural tourism of the Bengkel village rice fields is indeed beyond doubt. The water is cool and there is also a water source that has been tested to be drinkable, it should be a source of pride for the village. It's just that many parties only look down on the existing rice field tourism.

In addition to having beautiful rice field views, Bengkel village also has the Santhipala Ceburan waterfall. To reach this waterfall, it takes approximately 90 minutes from the city of Denpasar with paved roads, but winding up and down. From Denpasar, take the direction to Bedugul then to Yellow Temple. At Candi Kuning there will be a crossroads, if you go right to Singaraja city and left to Wana Giri. At this intersection, take the left direction towards Banyuatis until you arrive at Bengkel Village. During the journey to Bengkel Village, on the left you will see 2 lakes, namely Lake Buyan and Tamblingan.

The road taken will be winding and up and down, the long and winding journey will be paid off by the coolness of the Ceburan waterfall and the beautiful scenery there. If you have arrived in Bengkel village, you should ask the locals about the Santhipala Ceburan waterfall. Because, this waterfall is still an untouched area and not many people know about it.

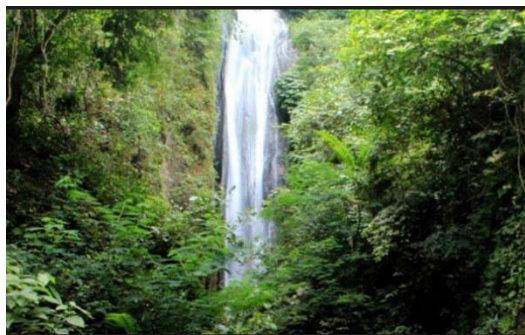


Figure 2. Santhipala Ceburan Waterfall  
Source: Personal Photo, 2024

### **Cultural Potential in Bengkel Village**

The Megansingan tradition in Bengkel Village, Busungbiu, Buleleng is one of the unique traditions that is full of cultural values and beliefs of the local community. This tradition is usually carried out to cleanse oneself spiritually and symbolically from negative energy or disease, both individually and collectively in a community. In addition, this megangsingan tradition is one of the traditional traditions that is still maintained and carried out by the people of Bengkel Village in Busung Biu District, Buleleng, Bali. This tradition has historical and social values that are very important for the local community. "Megansingan" comes from the word "Gansing," which means a dance or ceremony performed to ask for safety or blessings from the Dewata (gods) to the village community.

The Megansingan tradition in Bengkel Village is usually carried out to ask for safety, prosperity, and smoothness in various aspects of life, such as agriculture, agricultural products, or to deal with disease outbreaks. In addition, this is also a form of respect for ancestral spirits and as a means of maintaining social harmony in society. Basically, Megansingan is a form of Balinese Hindu religious ritual that combines elements of art, culture, and religion.

This tradition is usually carried out at a certain time that has been determined by the village community, often coinciding with the Balinese calendar, such as Purnama (full moon) or Tilem (new moon). Usually, the implementation lasts for several days with a series of activities starting from preparation to the peak of the event. In its implementation, Megansingan involves worshiping the Gods through offerings and dances. The community will provide offerings in the form of banten consisting of various natural ingredients, such as fruits, flowers, and other agricultural products. As part of the tradition, there are sacred dances performed by dancers wearing traditional Balinese clothing. These dances function as a form of respect and prayer to the ancestors and gods who are believed to provide protection and blessings.



Figure 3. The Megansingan Tradition in Bengkel Village

Source: Personal Photo, 2024

In this procession, the community also provides offerings to Ida Sang Hyang Widhi (God Almighty in Hinduism) with the aim of maintaining the balance of nature and the harmonious relationship between humans and God. These offerings are also expected to bring abundant agricultural yields and keep the village away from danger or disease outbreaks. After the ceremony at the village temple, the community usually holds a parade carrying offerings and other traditional equipment. This parade is carried out by walking around the village or to places that are considered to have spiritual value or are related to the history of the village. The Megansingan tradition in Bengkel Village not only has a religious dimension, but also a very strong social and cultural dimension. Some of the values contained in this tradition include: (1) Mutual cooperation, namely the community working together to prepare everything needed for the ceremony, starting from preparing offerings, the order of the ceremony, to the parade. (2) Respect for Ancestors where megansingan is a way for the community to show respect for the spirits of ancestors who are considered to have power and influence in their lives. (3) Preserving Local Culture, this tradition is also a way to preserve Balinese culture and introduce the younger generation to the importance of preserving traditional and cultural heritage.

Megansingan is not only a religious ritual, but also an event to strengthen the bonds of brotherhood between residents. The community gathers and works together in this series of events. Through the implementation of this tradition, the identity of Bengkel Village is strengthened and recognized as part of Bali's cultural wealth. This is also an attraction for tourists who are interested in seeing firsthand the unique traditions carried out in this village. Megansingan is a cultural heritage that continues to be maintained by the local community and is an inseparable part of their lives. The younger generation in Bengkel Village is also involved in this procession to learn and preserve their traditions.

## **Obstacles Faced in the Development of Bengkel Tourism Village**

### **Attraction Constraints**

For the constraints of the attraction itself, it occurs in the cultural field, namely the megansingan tradition. Although this tradition is still carried out well, modernization and changes in lifestyle have

begun to affect the sustainability of the tradition. Therefore, the role of traditional figures and the younger generation is very important to preserve this tradition so that it does not become extinct. Thus, the megansingan tradition is a reflection of the richness of Balinese culture that prioritizes balance and harmony, and it is important to continue to be maintained as a legacy of our ancestors.

Another problem faced in the development of the Bengkel tourist village is the lack of technical skills of tour guides that are in line with the limited technical skills of the community to provide accurate information in foreign languages, such as English, Japanese, Russian, and Mandarin in the field. Technical skills of tour guides include preparation for guiding (self-preparation/mentality, preparation of materials related to facilities in the tour package) guiding tourists (meeting tourists, tips for carrying out guide presentations), and ending the guide. Meanwhile, in terms of foreign language proficiency, it includes fluency and accuracy in the use of the foreign language in communication. The beauty of the tourist attractions in Buleleng, especially in Bengkel village, will not create a maximum impression without supporting service competencies. Thus, training in tourist service competencies should be in line with the charm of its tourist attractions. The solution offered is to provide training in technical competencies of tour guides and foreign language proficiency in accordance with the target market segment of foreign tourists who will visit Bengkel Village in the future.

## **Strategies that Have Been Implemented for the Development of Bengkel Tourism Village**

### **Attraction Related Strategies**

From the obstacles seen, the strategy carried out by the village is to hold training through cooperation with academic stakeholders through the PKM and KKN programs. Through this training, young people can learn culture and find out what cultures are owned by Bengkel village in addition to human resource development. This training is also carried out to foster the love of young people for the culture that has been passed down from generation to generation. According to the researcher's interview with the customs of Bengkel village, they are as follows:

"That's right, for the traditional village itself, we have established cooperation to hold cultural training and human resource development, this training is consistently carried out so that young people can like the customs and culture in Bengkel village more."

### **Facility Related Strategies**

The village strategy in the lack of balebanjar in the village is done by combining several banjars to carry out their activities in the nearest bale banjar so that community potential development activities can be carried out again. According to the researcher's interview with the secretary of Bengkel Village, the following is:

"It is true that the village lacks facilities to carry out activities such as paruman, cultural development and also a place to perform from each banjar, in addition to the village bale banjar, access to tourist locations is also blocked. The way the village government overcomes this is by utilizing the existing bale banjar to be able to carry out performance activities. The village wantilan can be used by all banjars to carry out activities with the note that permission must be obtained first from the traditional kelian."

### **Accessibility Strategies**

Bengkel Village has attempted to build access to the Santhipala Ceburan waterfall tourist destination by cleaning and concreting the access road to the waterfall tourist destination. Based on the researcher's interview with the Head of Bengkel Village, the following:

"To overcome tourist access, the village government has also scheduled a clean Sunday, activities will be carried out to clean road access periodically and it is hoped that it can become good tourist access." The Bengkel Village Government together with the community, BPD, BUMDes, and Pokdarwis carried out mutual cooperation activities to repair the road so that access to the Santhipala Ceburan waterfall area can be passed by the community, and later tourists. Where previous road access could only be passed on foot because the road was narrow and there were many wild plants. Meanwhile, the construction of other tourism facilities, such as trekking trails, has almost all been completed. The parking lot has been 100% cemented and expanded to accommodate more vehicles."

## **Conclusion**

Bengkel Village has experienced significant development in terms of tourism. This shows that the local government has recognized the tourism potential of Bengkel Village and is trying to improve the development of the tourism sector there, such as nature tourism and cultural tourism owned by the village. However, as with tourism development in other places, Bengkel Village also faces a number of problems. Some of them are traffic jams that occur around tourist attractions, inadequate infrastructure such as difficult road access, and the need for skilled workers in the tourism industry.

The natural tourism of Santhipala Ceburan waterfall in Bengkel Village is indeed not in doubt. The water is cool and there is also a water source that has been tested to be drinkable, which should be a source of pride for the village. However, many people only look down on the waterfall tourism. The Megansingan tradition comes from the word "megansing," which means to remove or cleanse. This ceremony has a deep philosophy, namely to remove bad things or spiritual dirt so that a person or the environment becomes more sacred. This tradition is closely related to the Balinese Hindu belief that prioritizes harmony between humans, nature, and God (Tri Hita Karana). The Megansingan tradition is usually carried out at certain times that have been determined based on the Balinese calendar, such as during major village ceremonies or on certain holy days.

This tradition is not only a spiritual medium, but also a cultural identity of the Bengkel Village community. This ceremony reminds of the importance of maintaining physical and spiritual cleanliness, as well as a harmonious relationship with the surrounding environment. The Megansingan tradition is also an attraction for tourists who want to see firsthand the traditional life of the Balinese people who are still thick with traditional values.

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