



Exploring the Implementation of Sad Kerthi Principles in Bali's Tourist Village Development

Rosvita Flaviana Osin¹; I Nyoman Darma Putra²; I Nyoman Sudiarta²; Ni Putu Ratna Sari²

¹Akademi Komunitas Manajemen Perhotelan, Indonesia

² Udayana University, Indonesia

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Abstract

The rapid development of the tourism industry in Bali has created intense competition among tourist destinations, including tourist villages. To remain competitive, tourist villages must develop strategies that capitalize on their unique cultural and natural resources. This study examines the application of Sad Kerthi local wisdom in the development of tourist villages in Bali, with a focus on achieving sustainable tourism. Using a qualitative approach, this study explores the strategies used by these villages to increase competitiveness and promote sustainable tourism practices. The research findings indicate that the successful implementation of Sad Kerthi concept in these villages has encouraged community engagement, environmental conservation, and the preservation of traditional cultural practices, all of which contribute to the sustainability of the tourism industry in these destinations.

Keywords: *Sad Kerthi; Local Wisdom; Sustainable Tourism*

Introduction

Bali has become a hub for international tourism, drawing more than 6.3 million direct foreign visitors in 2024 (Bali Government Tourism Office, <https://disparda.baliprov.go.id/category/data-statistik/>). Bali's ascent to a premier international tourism destination is a multifaceted phenomenon rooted in its unique confluence of cultural richness, natural beauty, and strategic adaptation to global trends. The island's appeal is not merely skin-deep; it stems from a deeply ingrained cultural identity that resonates with visitors seeking authentic experiences (Astina, 2021). Bali's allure is a testament to the power of cultural preservation in a globalized world, where tourists increasingly seek destinations that offer more than just superficial attractions (Wibawa & Budiasa, 2018). The island's cultural tourism is quickly growing as a part of the tourism sector, fueled by travelers looking for distinctive and genuine experiences.

The development of Bali as one of the world's tourist destinations has made the majority of its people's economic income dependent on the tourism sector (Paristha & Mirayani, 2022). However, the rapid development of tourism has brought about environmental and cultural challenges. The "Sad Kerthi" seeks to address these challenges by promoting a holistic approach to sustainable development that

integrates environmental, cultural, and spiritual dimensions. The preservation of the natural world and the cleanliness of the environment, along with the advancement of humanity as social beings who coexist and support one another, is the actual meaning of tourism development. The development of tourist villages in Bali cannot be separated from the development of traditional villages. Traditional Villages are not only related to religion and custom, but also have the task of realizing tranquility, prosperity, happiness and peace. According to the Bali Province Regional Regulation Number 4 of 2019 concerning traditional villages in Bali states that traditional villages have the task of realizing traditional village customs which include peace, prosperity, happiness and peace in the visible world (*sakala*) and the unreal world (*niskala*). Referring to this Regional Regulation, it is appropriate that equal development in rural areas be implemented as a form of fulfilling human rights and village communities can escape poverty.

The development of tourism in the form of tourist villages has been motivated by three factors. First, rural areas have relatively more authentic natural and cultural potential than urban areas, rural communities still have beautiful topography accompanied by a panorama of rituals and cultural traditions. Bali has historically provided visitors with a cultural experience, and to control the flow of tourists, the government has relied on the idea of "cultural tourism" (Picard, 1996; Vickers, 2013). Second, rural areas have a physical environment that is relatively not as polluted by various types of waste and pollution as in urban areas (Dharma & Pradana, 2022). Third, rural areas still have relatively slow economic development, so the reason for developing rural tourism is to utilize the economic and socio-cultural potential of local communities (Andayani, Martono & Muhamad, 2017).

Besides, as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication. English exists as a global language. Therefore English is widely regarded as a global language (Anggayana, Nitiasih & Budasi, 2016). It is even known as an international language (Asriyani, Suryawati & Anggayana, 2019). English is an example of a language regarded as a foreign language in Indonesia (Anggayana, 2023). It is done to minimize errors in grammar or English grammar aspects, such as the use of tenses in sentences (Lindawati, Asriyani & Anggayana, 2018). The skills and components of the language contained in them are still general and less relevant to the needs of student (Sudipa, Susanta, & Anggayana, 2020).

Grammar is a set of rules contained in certain languages (Lindawati, Asriyani & Anggayana, 2019). It is possible to develop their communicative competence in four language skills, namely listening, speaking, reading, and writing skills (Asriyani, Suryawati & Anggayana, 2019). The primary energy source in terms of language sounds is the presence of air through the lungs (Anggayana, Suparwa, Dhanawaty, & Budasi, 2021). Languages studied can contribute to the Language Development and another researcher around the world (Anggayana, Suparwa, Dhanawaty, & Budasi, 2020). Even though Indonesia consists of various dialects, it is not an obstacle (Anggayana, Budasi & Suarnajaya, 2014).

Speaking English has become a conversation that is often done by foreign tourists (Anggayana, Budasi, & Kusuma, 2019). In these services, facilities, and service quality spearhead in terms of giving a good impression of service (Anggayana & Sari, 2018). Produces rules relating to the use and use of language on hospitality students. It uses theories and other disciplines related to the use of language is essential (Anggayana, 2022). In the cultural tourism industry is included (Redianis, Putra & Anggayana, 2019). Since Balinese people conduct many cultural and religious activities (Budasi, Satyawati, & Anggayana, 2021).

The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin, Pibriari & Anggayana, 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism village synergizing different parties, namely, the community and the Government (Osin, Purwaningsih, & Anggayana, 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana, Osin, & Anggayana, 2020).

Community-based tourism can be used as one of the solutions in increasing the participation and involvement of local communities in understanding the desires, needs, and listening to the aspirations of the community in the planning and development of community-based tourism is very fundamental because the community is the driving force and the main aspect in tourism (Wiramatika et al., 2024). It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018).

The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati, & Osin, 2019). The development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin, Kusuma, & Suryawati, 2019). Bali is the center of tourism in Indonesia and one of the world's leading tourist destinations (Yanti & Anggayana, 2023).

Many language expressions can be used to greet and offer help to the customers. In using those expressions, choosing the proper expression that suits the situation and the degree of the formality is essential (Anggayana, 2022). The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati, Dewi, Osin, & Anggayana, 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country's foreign exchange (Osin, Pibriari & Anggayana, 2020).

Everyday hospitality students on campus attend lectures and practice according to their respective majors. There are still many found that errors in writing. This is very important to study, considering that hospitality students will often communicate with foreign guests, using English (Anggayana & Wartana, 2022). Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey, Osin, & Anggayana, 2022). English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Antara, Anggayana, Dwiyantri, & Sengkey, 2023). Indonesia is better known internationally, as evidenced by the presence of tourist visits from various countries (Putra & Anggayana, 2023). The tourism sector is a dynamic and multicultural industry that heavily relies on effective communication to cater to diverse audiences (Anggayana, 2023). Strong English skills allow professionals to confidently interact with senior management, participate in important meetings, and articulate their ideas and concerns (Asriyani & Anggayana, 2023). The rapid development of information and communication technology in this digital era has brought significant changes in various aspects of life, including in the field of education (Anggayana, 2024).

In today's era of globalization, it is important for hospitality students who come from Balinese culture to gain a deep understanding of English as an important cross-cultural language in the hospitality industry (Anggayana, Osin, Wiramatika, Sumardani & Chandra, 2024). Education at the vocational level tends to receive English material that is identical to Academic Education in general, so that students who take Vocational Education receive material that is not in accordance with the Study Program when taking Higher Education (Anggayana, 2024). A core element of the hospitality industry, demands proficiency in English for communication and ensuring that service standards are met (Anggayana, Asriyani, & Lindawati, 2024).

Effective communication is a cornerstone of successful language learning, particularly in English as a Foreign Language (EFL) contexts (Lindawati et al., 2024). Bali as a tourist destination, English also needs to be considered to support the success of communication with foreign tourists, English is an essential aspect of communication (Anggayana et al., 2024). English also needs to be considered to support successful communication with foreign tourists, English is an important aspect in communication (Anggayana et al., 2025). Tourism has been proven to be able to bring economic benefits, create business

opportunities, employment and the sustainability of tourism is very dependent on the sustainability of tourism resources (Wiramatika et al., 2025).

While some research has connected the growth of tourism in Balinese villages to issues like water scarcity (Cole & Browne, 2015), the conversion of agricultural land for tourism (MacRae, 2016), and the erosion of the sanctity of sacred heritage sites (Benge & Neef, 2018), there has been less written about resource management strategies to lessen these issues (Rosalina et al., 2023). The question of the dynamics between Balinese culture and the ever-growing flow of tourism is not a new one (Putra et al., 2021). Assuming that negative impacts can be controlled and positive impacts can be optimized, a sustainable tourism development strategy is one way to bring tourism development back to a path that is able to balance social, cultural and environmental shocks. To ensure the sustainability of sustainable tourism, the development of tourist villages should be aligned with the implementation objectives of the Sustainable Development Goals (TPB/SDGs) agenda (Fasa & Prasetio, 2022).

The Sad Kerthi concept, rooted in Balinese Hindu wisdom, emphasizes the preservation of six sacred elements: soul, ocean, lake, forest, earth, and human (Osin et al., 2025). Balinese tourism villages practice the local wisdom values of Sad Kerthi, namely the purification and glorification of six sources of well-being and happiness in life, consisting of: 1) Atma Kerthi, meaning Purification and Glorification of the Atman/Soul; 2) Segara Kerthi, meaning Purification and Glorification of the Sea and Beach; 3) Danu Kerthi, meaning Purification and Glorification of Water Sources; 4) Wana Kerthi, meaning Purification and Glorification of Plants; 5) Jana Kerthi, meaning Purification and Glorification of Humans; and 6) Jagat Kerthi, meaning Purification and Glorification of the Universe. These six noble things called Sad Kerthi were created by the Governor of Bali, Wayan Koster, to become: Nangun Sat Kerti Loka Bali. Along with Tri Hita Karana, it forms the foundation of Bali's cultural and environmental balance, contributing to its status as a world-class tourist destination (Ginaya et al., 2019; Astuti et al., 2019). These principles are being integrated into tourism development models, particularly in rural and marine areas, to counter the commodification of Bali's culture by capitalist interests (Ginaya et al., 2019; Osin et al., 2025). The implementation of Sad Kerthi aligns with blue economy principles, promoting sustainable use of resources while enhancing local community welfare (Osin et al., 2025). The Balinese government has adopted the "Nangun Sad Kerti Loka Bali" paradigm to guide development, emphasizing ecological, social, and cultural-religious aspects (Wiana, 2018). This approach aims to achieve holistic well-being for the Balinese people through collaborative efforts between government, private sector, and local communities (Wiana, 2018).

The "Nangun Sat Kerthi Loka Bali" vision, which aims to preserve the sanctity and harmony of Bali's nature and its contents to realize a prosperous and happy Balinese manners life and Gumi Bali made by Trisakti principles of Bung Karno, which include personality in culture, economic independence, and political autonomy via coordinated, all-encompassing, directed, planned, and integrated growth inside the boundaries of the Republic of Indonesia, a unitary state founded on Pancasila principles. In order to usher in a New Era for Bali, the vision aims to organize fundamentally and comprehensively the development of Bali which includes three main aspects, namely nature, manners and Balinese culture based on the values of Tri Hita Karana which are rooted in the local wisdom of Sad Kerthi.

The problem of developing tourist villages in Bali can be formulated as follows. Bali, renowned for its stunning landscapes and vibrant culture, has long been a major tourist destination. However, with the growing number of visitors, the need for sustainable tourism practices has become more pressing. The increasing influx of tourists poses a threat to the village's cultural and environmental integrity. This study aims to explore how Sad Kerthi concept is being implemented in Balinese tourism villages and to evaluate its impact on sustainable tourism practices. The research contributes to the broader understanding of sustainable tourism and offers insights that can be applied to other regions seeking to balance tourism development with environmental and cultural preservation.

Method

A qualitative research design was employed, utilizing case studies to provide in-depth insights into the implementation of the Sad Kerthi. Data were collected through interviews with Village Head (Bendesa Adat), local leaders, community members, and tourists, as well as observations and document analysis. Thematic analysis was used to identify key themes and patterns related to sustainable tourism practices and the implementation of the Sad Kerthi.

Results and Discussion

Sad Kerthi focuses primarily on preserving nature, culture, and the well-being of the Balinese people, implemented through various sustainable development policies. In Bali Tourism Village, this concept is implemented through several integrated strategies and programs, encompassing both environmental and cultural aspects. Sustainable tourism in Balinese villages is a focus of recent research, emphasizing community welfare and environmental management. Key strategies include collaboration between government, village managers, and local communities to implement green marketing, corporate social responsibility aligned with Tri Hita Karana philosophy, Sad Kerthi concept and digital marketing for brand awareness (Ardani et al., 2024).

Table 1. Integration Sad Kerthi

Aspect	Sad Kerthi	Sustainable Tourism	Integration in Balinese Tourism
Environmental Stewardship	Harmony between humans and nature; respect for natural balance	Conservation of natural resources; minimizing environmental impact	Villages maintain clean environments, protect forests and rivers, use traditional irrigation systems (subak)
Cultural Preservation	Upholding traditional customs, rituals, arts, and spiritual values	Protecting cultural heritage from degradation or commercialization	Ritual ceremonies regularly held; preservation of unique architecture and traditional crafts
Community Empowerment	Collective responsibility and social harmony within community	Involving local communities in tourism planning and benefit sharing	Community-based management of tourism activities; locals as guides, artisans, homestay operators
Economic Sustainability	Balanced development that supports community welfare	Ensuring fair economic benefits without exploitation	Income generated from tourism reinvested into village infrastructure and cultural programs
Spiritual Balance & Well-being	Maintaining spiritual harmony as part of daily life	Promoting respectful visitor behavior towards sacred sites	Visitors educated about local customs to foster respect; sacred sites protected from over-tourism

Aspect	Sad Kerthi	Sustainable Tourism	Integration in Balinese Tourism
Education & Awareness	Passing down wisdom through generations	Raising awareness among tourists about sustainable practices	Guided tours include explanations about philosophy and sustainability efforts
Research result (2025)			

The implementation of Sad Kerthi provides numerous benefits to Balinese tourism villages, particularly in terms of cultural preservation, economic growth, environmental management, and improving the community's quality of life. This local wisdom focuses not only on tourism but also encompasses other dimensions that support the sustainability and well-being of village communities. Sad Kerthi creates synergy between the government, communities, and the private sector in advancing tourism villages, ultimately contributing to the sustainable and equitable development of Bali.

Conclusion

The implementation of the Sad Kerthi in Balinese tourism villages represents a significant step towards achieving sustainable tourism. By prioritizing cultural preservation, environmental protection, community welfare, and sustainable development, these villages are setting a benchmark for responsible tourism practices. As more tourists seek meaningful and sustainable travel experiences, the success of these initiatives will not only benefit Bali but also serve as a model for other destinations worldwide.

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