

UNDERGRADUATE THESIS
THE IMPLEMENTATION OF LOCAL WISDOM
TO SUPPORT SUSTAINABLE TOURISM
CASE STUDY AT BALI PULINA



POLITEKNIK NEGERI BALI

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TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
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**This Undergraduate Thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Business Management Study Program
in Politeknik Negeri Bali**



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Praise be to God Almighty for the completion of this undergraduate thesis entitled **“The Implementation of Local Wisdom to Support Sustainable Tourism Case Study at Bali Pulina”**. The purpose of this thesis is to fill the gap in the existing literature and provide new contributions to deepen the understanding of the problem at hand, especially in a more specific context in accordance with the topic discussed.

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The writer hopes that with all the direction and input that has been given, this thesis can make a positive contribution, both in the academic world and the development of sustainable tourism in Indonesia.

Writer,

Ni Luh Putu Purwantari



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ABSTRAK

Purwantari, Ni Luh Putu (2025). *The Implementation of Local Wisdom to Support Sustainable Tourism at Bali Pulina*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.

Penelitian ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.

Kata Kunci: Sustainable tourism, local wisdom, Danu Kerthi, Wana Kerthi, Jagat Kerthi, Bali Pulina, community empowerment.

Tujuan dari penelitian ini adalah untuk menganalisis bagaimana local wisdom diimplementasikan untuk mendukung pariwisata berkelanjutan di Bali Pulina. Penelitian ini menerapkan pendekatan deskriptif kualitatif dan informasi dikumpulkan melalui observasi, wawancara, dan studi pustaka. Hasil penelitian menunjukkan bahwa Bali Pulina telah berhasil menerapkan nilai-nilai kearifan lokal. Danu Kerthi telah menerapkan berbagai kegiatan ramah lingkungan, seperti memanfaatkan sumber air alami tanpa bahan kimia, menggunakan sistem irigasi subak secara tradisional. Wana Kerthi melindungi hutan dengan menanam pohon dan melindungi satwa liar, serta mengelola tanah secara organik. Jagat Kerthi memberdayakan masyarakat lokal sebagai pemandu wisata dan anggota tenaga kerja, dengan tujuan menciptakan peluang kerja, meningkatkan kesejahteraan, dan memperkuat jaringan sosial. Hasil penelitian menunjukkan bahwa masyarakat sekitar belum sepenuhnya terlibat sehingga perlu untuk meningkatkan keterlibatan masyarakat secara lebih komprehensif dan terorganisir, terutama dalam proses pengambilan keputusan.

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ABSTRACT

Purwantari, Ni Luh Putu (2025). *The Implementaion of Local Wisdom to Support Sustainability Tourism at Bali Pulina*. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This research has been approved and examined by Supervisor I: Dra. Ni Nyoman Triyuni, MM, and Supervisor II: Dr. Made Satria Pramanda Putra, S.H., S.E., M.M.

Keywords: sustainable tourism, local wisdom, Danu Kerthi, Wana Kerthi, Jagat Kerthi, Bali Pulina, community empowerment

The purpose of this research is to analyze how local wisdom is implemented to support sustainable tourism in Bali Pulina. This thesis employs a qualitative descriptive approach, with data collected through observation, interviews, and literature review. The findings indicate that Bali Pulina has successfully applied local wisdom values. Danu Kerthi has implemented various environmentally friendly activities, such as utilizing natural water sources without chemicals and using the traditional subak irrigation system. Wana Kerthi protects forests by planting trees and protecting wildlife, as well as managing land organically. Jagat Kerthi empowers local communities as tour guides and workers, with the aim of creating job opportunities, improving welfare, and strengthening social networks. The results of the study show that the surrounding community is not yet fully involved, so it is necessary to increase community involvement in a more comprehensive and organized manner, especially in the decision-making process.

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CHAPTER I

INTRODUCTION

1.1 Research Background

Tourism is currently a growing sector and has even become a global phenomenon (Khan et al., 2020). Tourism has many positive impacts that can provide great benefits to a region. One of the main advantages is economic improvement through job creation and business opportunities, such as hotels, restaurants, transportation, and local crafts. Tourism helps preserve culture and traditions by drawing attention to unique art, music, dance and customs. Tourism also strengthens intercultural relationships, allowing people from different countries to learn from each other and appreciate differences. Tourism also often promotes environmental conservation, as natural beauty is a major attraction that encourages conservation efforts. With all these benefits, tourism promotes sustainable development and enriches the lives of local communities.

However, despite its many benefits, it also has some negative impacts that need to be considered. The adverse impacts of tourism can be seen in the economic, social, cultural and environmental sectors (Widiati & Permatasari, 2022). The impacts are the pressure it puts on the environment, such as ecosystem damage due to tourism infrastructure development and increased waste volume. Tourism can also lead to overcrowding in popular tourist destinations, which will result in congestion, higher living costs, and a decrease in the quality of life for local residents (Oláh et al., 2020). In some situations, tourism can also cause cultural damage, where local traditions are

altered to meet the desires of tourists, losing their authenticity. The over-reliance of the economy on tourism makes the community vulnerable to fluctuations in the number of tourists, as happened during the pandemic.

The implementation of sustainable tourism strategies is essential to mitigate these negative impacts (Kemenparekraf/Baparekraf RI, 2021). Sustainable tourism strongly supports as a tourist destination because it is able to maintain a balance between tourism development and the preservation of the island's important asset (Streimikiene et al., 2021). Implementing the principle of sustainability, Bali preserves its cultural and natural heritage, while ensuring that local communities also enjoy the benefits of the tourism industry. Bali has always been a popular tourist destination in Indonesia because of its incredible natural beauty and rich heritage of culture. Tegallalang has developed into a tourist area that has various interesting attractions such as terraced rice fields, extreme swings with views of green forests and rice fields, as well as various kinds of handicrafts and carving art found in Ceking. One of the highlights that is currently being sought after by foreign tourists is Luwak Coffee.

Luwak coffee is also one of the most expensive coffees in the world, the distinctive taste of coffee and tourists can also witness the production process produced through a unique process where the coffee beans are eaten and digested by civets, giving it a distinctive flavor and tantalizing aroma (Al-kubati, 2023). The presence of luwak coffee is even more special because it is supported by a beautiful rural atmosphere that makes it more authentic. Meanwhile, Bali Pulina, as an agrotourism

destination, also plays a role in introducing the richness of nature and local culture to tourists.

Bali Pulina is an agro-tourism destination located in Tegalalang, offering a unique experience for travelers who want to learn more about luwak coffee and other Balinese produce. Here, visitors can learn the process of making luwak coffee, from the collection of coffee beans to traditional processing techniques. In fact, Bali Pulina offers a beautiful countryside setting with views of rice fields and tropical trees. There is also a specially designed platform to enjoy the view while tasting various variants of local coffee and tea. This experience makes Bali Pulina a place to enjoy coffee and a location for relaxation and education amidst the natural beauty of Bali.

This thesis took a look at sustainable practices at Bali Pulina in an attempt to explain how agritourism can be a successful model for developing tourism that prioritizes sustainability and benefits both visitors and local stakeholders. Ultimately, this research will advance knowledge of the sustainable tourism industry in Bali and provide suggestions for other tourist destinations looking to implement comparable strategies. This study was conducted because until now there has been no specific research that discusses the specific issues raised in this study.

1.2 Research Questions

Based on the background explanation above, the research question can be described as follows:

1. How is the implementation of local wisdom at Bali Pulina?

2. How is the implementation of local wisdom to support sustainable tourism at Bali Pulina?

1.3 Research Objectives

Based on the background and problems above, the benefits of this research can be described as follows:

1. To analyze the implementation of local wisdom at at Bali Pulina.
2. To analyze the implementation of local wisdom to support sustainable tourism at Bali Pulina.

1.4 Research Significance

This research has several significances that can provide theoretical and practical benefits, including:

1. Theoretical Significance
 - a. Contributing to the academic literature on sustainable tourism, especially those based on local wisdom.
 - b. Become a reference for future studies that want to explore the relationship between tourism, local wisdom, and sustainability.
2. Practical Significance
 - a. Provide insights to Bali Pulina managers about effective strategies in developing local wisdom-based sustainable tourism.
 - b. Provide recommendations to local governments and tourism industry players to adopt similar approaches in other destinations in Bali or other regions in Indonesia.

- c. Increase the awareness of local communities and tourists regarding the importance of local wisdom in supporting tourism sustainability.

1.5 Limitation and Scopes of Research

The limitation of this research is will not consider other tourist destinations in Bali or outside Bali, and will only discuss on one case study. This thesis does not involve quantitative measurements of sustainable tourism, such as statistical data on visitor numbers, revenue, or environmental impacts. Instead, this research relies on qualitative analysis to explore the implementation of sustainable tourism and local wisdom.

The scope of the research is Bali Pulina, which is an agritourism site located in Tegalalang, Bali. This study investigates two main variables: the implementation of sustainable tourism and the implementation of local wisdom. Indicators of sustainable tourism include sustainable management of natural resources, local economic empowerment, cultural preservation, and environmental protection. Local wisdom is also assessed by the use of traditional practices in managing tourism, responsible use of natural resources with respect to local values, and active participation of the community in preserving culture and managing tourism.

CHAPTER V CONCLUSION

5.1 Conclusion

Bali Pulina has successfully implemented local wisdom values such as Danu Kerthi, Wana Kerthi, and Jagat Kerthi to support sustainable tourism. This can be seen in various environmentally friendly activities, such as utilizing natural water sources without chemicals, using the traditional subak irrigation system, protecting forests by planting trees and protecting wildlife, and managing land organically. What's more, the use of natural building materials demonstrates a commitment to ecological sustainability. Bali Pulina also strengthens social and cultural aspects through tourism programs that provide knowledge about local culture and traditions. Local communities are involved as tour guides and members of the workforce, with the aim of creating employment opportunities, improving welfare, and strengthening social networks.

There are still some obstacles to overcome. There is a need to increase community involvement in a more comprehensive and organized manner, especially in the decision-making process. Documentation of local practices needs to be done regularly so that knowledge can be passed on to future generations. There is a need to improve environmental impact monitoring and develop more intensive and sustainable environmental and cultural education programs. Therefore, although Bali Pulina has made a major contribution in applying local wisdom values for sustainable tourism, improvements in management strategies and community participation are needed so

that positive environmental, social and economic impacts can continue to be optimized in a sustainable manner.

5.2 Suggestion

Although Bali Pulina has successfully implemented the local values of Danu Kerthi, Wana Kerthi, and Jagat Kerthi to support sustainable tourism, some aspects still need to be improved to achieve more holistic sustainability. Regular environmental monitoring should be improved to address potential issues more proactively. Community involvement should be expanded and organized more inclusively, especially in decision-making and resource management, to ensure equitable participation and benefit sharing. Local practices also need to be systematically documented to maintain and pass on local wisdom.

Bali Pulina should develop more intensive and structured education programs to increase environmental and cultural awareness among tourists and local communities. Strengthening community organizations in a planned manner is essential to increase social and economic participation and generate long-term positive impacts. Through these efforts, Bali Pulina can further strengthen itself as a sustainable, environmentally friendly, culturally respectful and socially empowering tourism destination.

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