

CHAPTER I

INTRODUCTION

1.1 Background of study

Tourism industry in Indonesia is one of the sectors that cannot be separated from human life, namely current social and economic activities and also has an important role in development, this progress has made tourism an essential part of human needs or lifestyle. Indonesia has a lot of tourist destinations from Sabang until Merauke, the culture of various ethnic is one of the attractions for local tourist and foreign tourists. One of the islands in Indonesia that has many attractions and visited by tourists is Bali Island. Bali Island is one of the famous destination in Indonesian, Bali islands also has various nicknames such as: Island of the Gods, Island of a Thousand Temples, Island of Peace, Island of Paradise and many other names. The beauty of Bali island, the diversity of ethnicities and cultures, the friendliness of people make Bali island is a famous destination a must-visit destination for tourists. The development of tourism in Bali has made Bali Island one of the favorite destinations for local and foreign tourists. Bali tourism development is basically based on the conception of cultural tourism.

This is in accordance with the Bali Provincial Regulation No. 2 of 2012 concerning Balinese Cultural Tourism, Balinese culture as part of Indonesian culture is the main foundation of tourism development in Bali which is able to drive tourism potential in the dynamics of local, national and global life. Balinese culture is inspired by Hinduism with the support of three main elements, namely the Balinese language, traditional arts and institutions and is based on a configuration of basic values which includes religious values, solidarity and aesthetics. According to Nurmawati (2006) the development of cultural tourism in the perspective of local independence is a manifestation of inter connectivity in the community structure which is carried out independently by the order itself in order to improve the quality

of the order while maintaining the preservation and local cultural values as well as existing cultural tourism objects. The development of regional tourism has been aimed at developing local potential that comes from natural, socio-cultural or economic sources in order to contribute to the local government, as well as to improve the welfare of the community. Based on this, each district and region in Bali is competing to develop the local potential that exists in their area.

Buleleng Regency is one of the regencies in Bali. The development of the tourism sector in Buleleng Regency is based on regional culture including arts, crafts, and historical relics. One of the historical places that is also a tourist spot in Buleleng Regency is Bali Aga Village. Bali Aga Village is located in Banjar District, Buleleng Regency, Bali. The Bali Aga Village in Buleleng that still preserves its culture and heritage, so that until now we can still find a number of habits or cultures that are preserved in a sustainable manner amid the development of science and technology. Keeping things that smell traditional in the midst of modernization, of course, we will rarely be able to find in other places, and things like this make it interesting enough for us to get to know more closely, or even make it a tourist destination during your tour in Bali. Bali Aga consists of five villages, namely Sidetapa Village, Cempaga Village, Tigawasa Village Pedawa Village and the last is Banyuseri Village, these five villages are often shortened to SCTPB. Bali Aga Village is a rural area in Buleleng Regency which has been designated as a rural area with a focus on developing cultural tourism. The five villages are old villages that have an old civilization, as the first early civilization in Bali that developed long before the kingdom. The uniqueness that characterizes the Balinese Aga culture can be seen through the existence of holy places, customary law and leadership, rituals or ceremonial processions, artifacts and building structures, and performing arts. In Bali Aga area are now united in one organization, namely Mahagotra Panca Desa Baliaga.

1.2 The Statement of Problems

Based on the background of the study above, several questions of this study can be formulated as follows:

1. What the potential that occurred in Bali Aga Village?
2. How is the development of Ecotourism in Bali Aga Village?

1.3 The Purpose of Problems

From the formulation of the problem, then the purposes of this study are :

1. To know about the potential in Bali Aga Village
2. To know about the development of Ecotourism in Bali Aga Village.

1.4 Significance of the Study

The results of study were expected to be beneficial to the reader and Dinas Pembedayaan Masyarakat dan Desa :

1. For reader

The writer hope this study can be useful and increase knowledge about Bali Aga Village and get the information about history and tourist attractions in Bali Aga Village.

2. For Dinas Pemberdayaan Masyarakat dan Desa

The writer hopes *Dinas Pemberdayaan Masyarakat dan Desa* to further develop tourism in Bali Aga Village so that it can become a tourism attraction that is much in demand by tourists.