

# Developing Creative Tourism In Rural Area: Case Study In Beraban Village, Selemadeg Timur, Tabanan Regency

Ni Nyoman Sri Astuti<sup>1</sup>, Ni Nyoman Triyuni<sup>2</sup>  
Tourism Department  
Politeknik Negeri Bali  
<sup>1</sup>nyomansriastuti@pnb.ac.id, <sup>2</sup>triyuni@pnb.ac.id

Ida Ayu Elistyawati<sup>3</sup>, Ni Ketut Bagiastuti<sup>4</sup>, Gede Ginaya<sup>5</sup>  
Tourism Department  
Politeknik Negeri Bali  
<sup>3</sup>ayuelistyawati@pnb.ac.id, <sup>4</sup>ketutbagiastuti@pnb.ac.id,  
<sup>5</sup>ginaya@pnb.ac.id

**Abstract**—Bali’s tourism industry has developed rapidly since the government started promoting tourism in the New Order era. Over the last decades, tourist numbers have increased considerably and cultural tourism has transformed into mass tourism. While this development has brought welfare, it also led to a vulnerable economy over-dependent on tourism. Bali has started to address the issue of mass tourism and established the Community-Based Tourism Association Bali (CoBTA) which develops tourism in rural areas to improve their welfare. The organization recommends villages to engage in creative tourism to differentiate themselves in an increasingly competitive community-based tourism market. The objective of this study was to find out the best practice of developing creative tourism in the rural area of Beraban Village. The research method employed was structured observation, document analysis and in depth interview. The findings reveal that creative tourism is a promising concept for Beraban village which synergies to community-based. As a result, the synergy conveys some beneficial multiplier effects in developing Beraban tourism village, such as intangibility of creative tourism at low financial resources, more enthusiasm of locals to share their culture through creative tourism, preserving cultural heritage through creative learning experiences, more equal power distribution between hosts and guests through creative tourism and creative tourism involving locals.

**Keywords**— development; tourism village; creative tourism

## I. INTRODUCTION

Bali’s tourism industry has undergone a serious makeover since the Indonesian government have started promoting tourism in the New Order era. Not much of the artistic Bali and its distinctive Hindu culture, for which the island became famous [1][2](Bruno, 2012; Hitchcock, 2000), have remained in Bali’s main tourist areas. Over the last decades, tourist numbers have increased dramatically and culturally interested tourists from overseas have given way to mass tourists [1] (Bruno, 2012). Balinese artists became mass producers of cheap souvenirs [3](Jenkins & Romanos, 2014), resorts and villas replaced rice fields, and the increased welfare of the island attracted unskilled labor to immigrate to entertain tourists [1] (Bruno, 2012).

While the transformation from cultural to mass tourism has brought welfare and enhanced living standards, it also increased economic, social and environmental problems. A vulnerable economy over-dependent on tourism, an unequal distribution of income across the island, commoditization of culture, pollution, waste problems and water scarcity are the most prominent examples of how over-exploitation of the tourism industry has harmed Bali over the last decades. Following the global trend of a more responsible tourism industry, Bali has started to address these issues. For example, the recently established Community-Based Tourism Association Bali (CoBTA) aims to develop tourism in rural areas to improve their welfare. Community-based tourism faces an increasingly competitive market. Therefore, CoBTA recommends Balinese communities to develop creative tourism products as a way to differentiate their villages within the community-based tourism market [4] (Dolezal, 2013).

This study uses the two overlapping concepts, community-based tourism and creative tourism. The overlap between them is theoretical foundation. Community-based tourism was introduced in the 1980s as one alternative form to mass tourism [5] (Rocharungsat, 2005; Goodwin & Sanilli, 2009). It aims to involve local communities in the planning and implementation of the tourism development [6] (Hall, 1996), maximize the benefits for villagers [7] (Tolkach et al., 2013) and bring tourists closer to locals (Butcher, 2003). Creative tourism is a new generation of tourism, which has appeared in the 2000s and has developed into an established niche in the worldwide tourism industry [8] (Richards & Marques, 2012). Creative tourism is about co-creation, involving not only locals but also tourists in the creation of products[9](CTN, 2014) allowing for self-realization and self-expression of tourist[10] (Richards, 2011). Creative tourism is a more (inter)active successor of cultural tourism, which has become large-scale and drifted towards conventional mass tourism [11][12] (Richard & Wilson, 2006; Fernandes, 2011).

In fact, tourism can solve some problems of the developing world and it has been seen as a potential solution to ensure the long-term protection of natural resources and as a means of satisfying the needs of the poor communities in close [13] as tourism can be developed from some form of resources. In developing the resources especially in the rural area, it must

pay attention to the characteristic of the resources and Community participation in the tourism planning process, which is advocated as a way of implementing sustainable tourism [14]. The development of a tourist village includes the development of tourist attractions such as wide open spaces, agricultural land, and allows tourists to feel how they are in that environment [15]. The benefit of developing tourism village includes some advantages of job retention, job creation, new business opportunities, opportunities for youth, service retention, community diversification, rural tourism enhances and revitalizes community pride, preservation of rural culture and heritage, increase arts and crafts sale, landscape conservation, environmental improvements, and the historic built environment [15].

In developing the village being a tourism business, the village must meet the needs of tourists visiting the area [16] since the tourists become increasingly interested in learning about culture, heritage and history of the destinations they visit [17]. The emergence of cultural tourism as a major market has in turn stimulated the development of cultural and heritage attractions as a means of attracting tourists and using their expenditure to support cultural provision for local residents. Creativity allows destinations to innovate new products relatively rapidly, giving them a competitive advantage over other locations [18]. Community is expected to participate in tourism activities. The purpose of community-based tourism is to verify whether individual, organization and community has built their ability to anticipate tourism development in their area where the locals are living. Tourism development will not be successful without community leader and all community are involved [19]. Creative tourism village must be created in a small scale outside of the mainstream of tourism [20] so it can be an interaction between the tourist and the local people.

Creative tourism is predicted to be a sector that influences social development, economy and the cultural environment of society [21] and [18] tourists will be more interested in learning culture, heritage and the history of destination that it visits, this causes why creative tourism is very important to be developed not only because tourists are getting bored but it is an effort for tourism destination managers to always explore new things that can attract tourists [22]. Mass character, traditional cultural tourism contributes to creative tourism in various ways: it promotes the destination and its cultural heritage; it provides visitors in culture, who, during a trip or during a planned trip to a cultural tourism destination, model of visitation form [23]. Creative tourism can be a good form of developing the village as a form of awareness that is both a place for tourism and sustainable tourism development. In developing the village as a tourist village, it should be designed so that tourists can be involved in every tourism activity as a fulfillment of a demand for the tourist destinations as a form of preservation [24]

Bali has rich culture, tradition and creativity of its citizens, various villages in Bali has many potential objects to be developed into creative tourism villages. UNWTO states that Tourism is the form of the best economic sectors positioned to promote inclusive socio-economic growth, provide sustainable

livelihoods, promote peace and understanding and help protect our environment [25] and the 3 dimensions: environmental, economic, and socio-cultural aspects of tourism development to ensure long-term sustainability [26].

The government of Bali, the last decade, started to puss the potential village to make a creativity to attract the tourist come to visit. Because at this time, most of the village communities only as subjects do not get the benefits of tourism. The government of Bali wants the tourism is from the community and for the community. The community have to involve from planning, organizing, actuating, controlling, and evaluating (POACE). To do the POACE all of the community take a part in developing tourism in the village. This study is about how to start develop the village to be the tourist destination.

The purpose of this study was to find a model for the development of Creative Tourism Village and to find out the community's readiness in the construction of creative tourism villages in Beraban, East Selemadeg District, Tabanan Regency.

## II. RESEARCH METHOD

This activity was carried out in Beraban Village, Selemadeg Timur District, Tabanan Regency. To evaluate whether creative tourism is suitable for community-based tourism in Beraban tourism village and give advice on how creative tourism products can be developed and enhanced in the village, new knowledge had to be produced inductively. An ethnographic approach was followed to achieve this. Data was collected through participant observations, in-depth expert interviews and structured tourist interviews. Thereafter, grounded theory was used to analyze the data.

Furthermore, data were gathered using: 1) Participatory Rural Appraisal (PRA) model which emphasizes community involvement in the overall activities starting from the planning, implementation and evaluation of program activities; 2) Model Community development is an approach that involves the community directly as the subject and object of the implementation of community service activities; 3) Persuasive is an approach that is appealing and support without an element of coercion for the community to play an active role in this activity; 4) Educative namely socialization, training and mentoring approaches as a means of transferring knowledge and education.

## III. RESULT AND DISCUSSION

### A. *Developing Creative Tourism Attractions*

Tourism village is a new destination developed by the government in an effort to equalize development and improve community welfare. In addition to that, the construction of tourist villages is also to preserve the environment and to elevate the local potential based on local wisdom [27]. Tourist village destinations are built and opened in addition to increasing the income of local communities and local governments as well as providing a new atmosphere for local and foreign tourists [28], [29]. In this

context, creators of creative tourism experiences need to think carefully about the aspects of creativity that are related to its place and that offer creative tourists a specific motivation to visit [30]. If the creativity is clustered based on cultural activities and services, to have spin-off economy and leads to the regeneration of specific areas [31]. Developing tourism village of Beraban has to register all of the village potential to cluster the tourist attraction creativity. Based on the analysis of the data, it revealed four core themes of creative tourism in rural communities in Beraban tourism village: the everyday life of locals in tourism products, sharing the everyday life with tourists, meaningful interaction between hosts, guests, and cultural learning experience for hosts and guests.

Beraban Village has been as a tourist village since 2001, the impact of the Bali Bombing, which has caused the number of tourist visits drop dramatically affecting tourist arrivals in the village. In fact, the community had to leave tourism sector in the village. However, lately the community has begun to develop tourism in Beraban Village because several villages in Bali have succeeded in developing tourism. In developing the tourism, the community was taken to explore the village to find out the potential place to be developed as a tourist attraction. After exploring the village and make a small discussion, it is decided to develop some places to be tourist attraction that will be packaged into a tour package. Therefore, the potential and tourist attraction of Beraban village are:

1. Gambelan/Gong can be used as a tourist attraction. However, tourists were not invited to make gongs because of the high risk. At the workshop, it is just demonstrated the process of making gamelan. The tourist does not involved since it is high risk. In this object the tourist will be teach to play gamelan traditional music for a couple of hours to give a new experience learning gamelan in Balinese style. Balinese music is used to illustrate one culture that has often been foregrounded more than others [32] have

2. Yeh Hoo River with the angler group of Garang Buyung with the 20 traditional boat (Jukung) is ready to welcoming the tourist. This object can be develop as floating restaurant and/or canoeing by the tourist. In taking the tourist canoeing the group of Garang Buyung can explain what the tourist see along the river and also learning about to catch the fish by fishing net. It will be a new experience for the tourist in catching the fish and traditional way.

3. Balinese Dance, in general, every village or even *banjar* or the village hamlet has groups of dancers and this can be used as a tourist attraction. Tourists are taught to practice dancing in 2 hours and all are decorated with traditional clothes according to the dance given. The activity was recorded in a CD and it can be given to visitors as souvenir. In addition, the youth group of the village does this activity. This creativity can maintain the tradition in dancing by involving youth in Beraban village.

4. Balinese house compound is traditional house has a lay out each building face each other or facing to the inner yard. It

has a four kind of building *bale daja* is a building located in the north part of the yard, *bale dauh* is a building located at the west of building, *bale dangin* is a building located in the east and at the south is the kitchen and in northeast is a family temple. Balinese house compound is one of the tourists attraction in Bali and in some cases, tourists can be directly involved [29]. In Beraban Village there are 20 houses can be used to accommodate the tourists when visiting Baraban Village. During the stay, the tourist can explore the part of the Balinese house compound. While the guide or the host can give the explanation in detail about Balinese houses compound and ask the tourist to be involved in any activities done by the host like cooking, making offering or other activities.

4. Rice field is a part of Balinese life and it is very interesting and can be developed as a tourist attraction. Besides being a trekking route, rice fields can also be used to carry out *subak* activities of plowing such as *neggala* and *ngelampit* or smoothing the soil. For this activity, the villager can prepare tenggala and lampit and parachute clothes as a change when doing activities in the rice fields. Near the rice fields that are being cultivated, a simple dressing room can be built so that green tourism can be realized.

*B. Developing Creative Tour Package*

Exploring the village, including culture, daily life need some more days. However, for creating the sightseeing tour or a package tour the best one is two days and one night. Tour package is one of the tour component when the tourist visiting the village. Visiting the village can be a partial of the tourist attraction or can be in a package. Creating a package of tour is very important to know the potential of the village, what will develop, who will be involved in executing the package, are they ready or not to execute. To know the potential of the Beraban village, it is started to explore with some of the villager, it found some of potential places. Based on the potential of Beraban Village, some of tour package can be created but in this study, only one tour package prepared namely Beraban Seltim Edu Tour. This tour package has been discussed with community and the community are ready to execute the activity as shown in the tour description table 1.

TABLE I. TOUR DESCRIPTION OF BERABAN SELTIM EDU TOUR

Time	Description	PIC
Day 1	Check in-Balinese House compound	Tour Guide
	Dancing/gamelan	The youth group
	Dinner ala kampung	Madams of family welfare unity
Day 2	Take a walk in the rice field	Tour Guide
	Breakfast	Madams of family welfare unity
	Plowing the field with buffalaw	Tour Guide
	Cooking class (for lunch)	Madams of family welfare unity
	Canoeing (Yehh Hoo River)	Garang Buyung group
	Check-out	Tour guide/driver

Based on table 1, it can be explain, the two days one night of BerabanSeltim Edu Tour is an ideal package of tour that can be created base on the potential and tourist attraction in Beraban Village. The name of the tour have discussed to promote of Beraban Village in East Selamadeg instead of Beraban Village in Tanal Lot area.

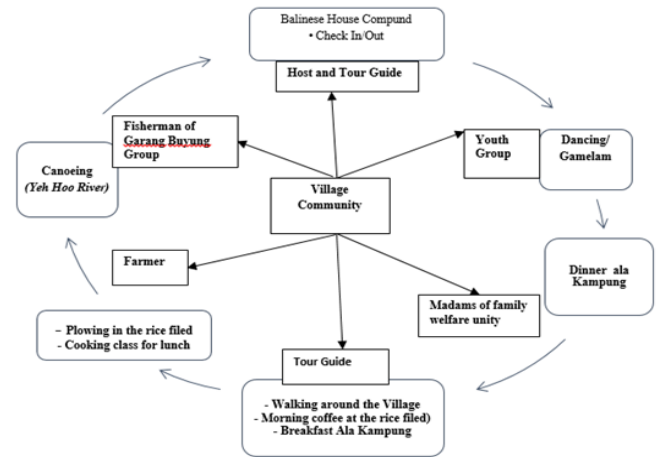
The first day of the package created start from 12.00-15.00 PM starting from picking up the guest from the airport or other hotel done by the tour guide as a driver as well. On the way to Beraban Village the tour guide will give an explanation about the duration time driving to Beraban Village, the facilities and activities will be done during their staying. Arriving in Beraban Village the tourists will take to the Balinese House Compound where they are accommodated. Dancing done for one hour and dinner ala kampung done after the dancing.

The second day the tourist will take to walk around the village for one hour (start at six in the morning). While they are enjoying the panorama, the tourist will be served a morning coffee with the cassava or other crops of the village. After one hour, the tourist will do a plowing wearing parachute clothes. Taking back for taking a bath, breakfast, and start for cooking lesson in Balinese style and Balinese way. The cooking is for their lunch. After the lunch, the tourist will enjoy canoeing at Yeh Hoo River and catching the fish using the traditional catching fish net. The last is a preparation to checkout back to airport or other destination.

C. Community Participation

The development of rural tourism requires the participation of local communities in the entire development phases starting from the planning, implementation, and supervision. However, in reality, public participation is often completely overlooked [23]. Tour guide, madam of family welfare unity and the youth group, the *Garang Buyung* angler group to handle this activity, supports the tour package created by the society of Beraban village. When the tourists arrived in Beraban Village in the afternoon, the tourist will take directly to the Balinese House Compound for the accommodation. Tourists not only stay overnight but also the host will take the tourist do in house tour of Balinese House compound. The host educate the tourist about the kind of building and the function of each building. After in house tour, the tour guide will take the tourists to the community hall to learn Balinese dancing. At the community hall, the youth group will teach how to dance. One tourist will be handle by one girl of the youth group. The youth group handle one tourist for dancing. The next activity is a village-style dinner (dinner ala *kampung*). The food provided is daily meals have by villagers and the tourist can learn how to eat by hand not spoon as usual. This activity is handle by the madam of family welfare unity. Second day is a morning walk in the rice fields waiting for the sunrise from 6 to 7 am. While waiting the sunrise the madam of the family welfare bring the morning tea with the boiled cassava or any other crops from the village. After enjoying the sun rise the tourist are educated about the *subak* system, which was carried out by tour guides and invited to plow fields. Breakfast are served in the filed like the Balinese farmer do every day after the plowing. The farmer

and the guide hold this activity. The next activity is cooking class handling by the madam of family welfare and the meal they cook is for lunch. After lunch, the tourist will take to the Yeh Hoo River for canoeing and catching the fish by fishing



net accompanied the angler.

Fig. 1. Community participation in every activity

All the activities during the tourist stay in Beraban Village are handle by different person depend on the activity. All the community participation is decided to ensure that the benefits local communities get from tourism are guaranteed, and being their lifestyles [29].

D. The Readiness Of The Community

Based on the potential and tourist attraction, the tour package and the participation needed, it can be seen that the community still need to be trained. The train will be given to the community after creating the tour package and decide the one who will be involved in handling the guest. It is decided: the tour guide group, the *Garang Buyung* of angler group, the madam of family welfare unity, the youth, and the farmer group.

1. The Tour Guide Group

The tour guide group will be trained: 1) the technique of guiding including how to handle the tourist in the starting point until the end of the tour either group or individual; 2) the ethics of being a tour guide; 3) product knowledge of the village, the daily life of the community, Balinese ceremony, the temple, *subak* system, and all things related to the village; 4) learning a functional English for Guiding.

2. The Youth Group

The youth group need the functional English to explain how to dance; it is used to transfer the dancing knowledge to the tourist while learning to dance. Some of the girls already has good English but they are not mastered in functional English for explaining the dance

3. Madam of family welfare unity

The task of madam of family welfare unity is how to make the meal from farm to table. They must select the vegetables from the farm for breakfast, lunch and dinner. Even though they do cooking every day, the meal serve to the tourist are much different. The meal must be adjusted to the western taste. Indonesian taste is much spacy and the western does not use much spicy. In this case, the ingredients must be from the local farm. They way to cook also must be mastered by the madam of family welfare unity. How to serve and how to explain the meal must be mastered. The Madam of family welfare unity will train the cooking, the service, hygiene and sanitation and functional English

4. The Fisherman Group of *Garang Buyung*

The angler will take part in handling the tourist while enjoying the canoeing and fishing in Yeh Hoo River. The train have be done related to this activity is English, the safety of the tourists, and guiding technics along the river.

5. The farmer

The farmer will accompany and explain the subak system and the activity done. Related to the activity in the rice filed the farmer will train how to use the English for explain the activity (functional language) and things related to rice and rice filed including the ceremony and playing kite after the crops.

TABLE II. THE TRAIN NEED FOR HANDLING THE TOURIST

Description	Type of training
Tour Guide	- Guiding technics - Guiding ethics - Product knowledge - Functional English
The youth group	- Functional language
Madams of family welfare unity	- The ingredients suit for serving the tourist - The way to cook adjusting the western style - Hygiene and sanitation - Serving the guest - Functional English
Host Group	- Functional English - Serving the guest - Making bed
Fisherman of <i>Garang Buyung</i> group	- Functional English - Safety
Check-out	Tour guide/driver

IV. CONCLUSION

The purpose of this study was to implement the integration of creative tourism and community-based by elaborating advantages and requirements of a possible merger of the two concepts. From a practical point of view, the goal was to give advice on how creative tourism products can be developed and lead to a more culturally and socially responsible tourism development in Beraban tourism village for the society empowerment in the mission of the institution social service.

For the sake of achieving these goals, it was examined how creative tourism has been implemented in Beraban tourism village, to what extent the everyday lives of locals are accessible to tourists and what potential creative tourism products can be developed without commoditizing their everyday life. The endeavor of conducting social service in Beraban Village suggests that the combination of the concepts into community-based creative tourism is promising under certain circumstances. This contribution to the village provides a basis for several practical implications for developing the Beraban tourism village through the stakeholders that operate the Pokdarwis or the group of tourism awareness in the village.

An important factor that support Beraban Village. East Selemadeg District Tabanan to be developed as a creative tourism village is its potential. The mentioned potential, such as it is found gamelan traditional house music, Yeh Hoo River, Balinese House Compound, dancing, and rice filed. In developing creative tourism attraction, at first it can be utilized the potential and tourist attraction that can be developed, after knowing the potential and attractiveness of tourism, then a tour package can be made according to the existing potential and then a training model is designed. Additionally, the needs are recorded according to the tour package made. At last, tour packages according to the appropriate tour package model are ready to be implemented.

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