

Potential and Strategy for the Development of *Pengelukatan Telaga Waja* as a Religious Tourism Attraction in Kenderan Tourism Village, Gianyar

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ABSTRACT

The development of religious tourism is used as an alternative to tourism development in the new normal era, including Kenderan Tourism Village. However, various technical problems still need to be solved in its operations and development efforts. This study aims to identify the potential and formulate a strategy for developing *Pengelukatan Telaga Waja* as a religious tourism attraction in Kenderan Tourism Village, Tegalalang, Gianyar. A type of qualitative descriptive research that identifies the potential and strategy of developing vehicle tourism villages as religious tourism by conducting observations and structured interviews on three informants selected by purposive sampling and meeting inclusion criteria. All results are interpreted using tourism area life cycle theory. As a result, the *Pengelukatan Telaga Waja* could be a religious tourism attraction in Kenderan Tourism Village, Gianyar District. The potential of the village with good natural resources and prioritizing elements of the sacred language, spirituality, and religion based on Balinese local wisdom makes *Pengelukatan telaga waja* favored by tourists. The results of the 4A analysis show that *Pengelukatan Telaga Waja* meets the attractive aspect (natural nuances that provide a sense of sacred mystique and still prioritize the religious side), amenities (there are facilities for post *melukat* meditation at *Pancoran Solas*), accessibility (road access to the *Pengelukatan Telaga Waja* site is quite good), and ancillary (the management of this *Pengelukatan Telaga Waja* place already has a management institution by Puri Figures). SWOT analysis shows that the *Pengelukatan Telaga Waja* meets all the criteria of a good SWOT as a religious tourism attraction in Kenderan Tourism Village, and improving the image of the area is the main development strategy.

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1. INTRODUCTION

Tourism development in Bali has undergone rapid changes since the COVID-19 pandemic. In Bali, the tourism sector is one of the leading sectors that affects various aspects of people's lives from economic, social, cultural, and natural environmental aspects. The tourism sector gives importance to the lives of the Balinese people, especially in improving the community's economy. One of the things developed is to introduce the potential of nature and strong culture by studying the uniqueness of customs, culture, and sacredness in one place without damaging any components, including the environment (Ruru, Londa, Palar, & Rompas, 2022). This is certainly a commercial opportunity for residents, indirectly improving the surrounding residents' welfare.

Bali Province annually contributes the most foreign exchange in Indonesia. This is because tourist visits experience rapid growth every year. According to figures from the Central Statistics Agency for 2022, the number of international tourists visiting the country increased dramatically. In June, 181,625 visits were reported, representing a 57.10 percent increase compared to the previous month. To meet the needs of tourists, facilities and infrastructure supporting the tourism industry are very important. Tourist attractions are a vital element in bringing tourists to tourist areas (Hidayah & Farhan, 2023; Sari, Wisuda, & Yulianti, 2022). In addition to meeting recreational needs, the existence of tourist attractions also supports the introduction of regional potential in the field of tourism. In this regard, the Bali Provincial Government is promoting the development of *penglukatan* (self-cleaning and healing) sites through the environment, water, and nature, as well as studying and improving spirituality that is sacred to oneself and the environment (Sari et al., 2022; Sudaryati & Adnyana, 2018; Yuni & Artana, 2021). The religious tourism programme is a way to introduce information believed to be true for generations. The development of religious tourism has been highlighted by many domestic and international

tourists visiting Bali. This is because religious tourism not only provides satisfaction in terms of natural beauty and its contents but also provides a tourist experience in learning governance in cultural preservation in the local area, behaving based on customs and learning spiritual elements that can have a positive influence on those who carry out, especially tourists. The increasing number of tourist visits indicates that the presence of religious tourism can be a new door for improving community welfare, community cultural progress, nature conservation, the environment, and other existing resources, especially in Bali Province.

Kenderan Tourism Village, located in Tegallalang District, Gianyar District, is a tourist village with a natural environment. Kenderan village offers many religious tours, such as the Griya Sakti Temple, a place of worship for the Hindu community (Lestari, Adi, Suasih, & Sumantri, 2020). In addition, Kenderan tourism village has a unique feature, namely, abundant springs in holy water, which is famous for the *Pengelukatan Beji Telaga Waja* temple. Relatedly, the current direction of tourism development also supports the religious tourism program, where *Pengelukatan* tourism is part of the advantages owned by the local village. Ida Pandita Mpu Jaya Brahmananda (Prof. Pitana) stated that *Melukat* is spiritual tourism. He explained, "*Melukat can be seen from two sides. The first is a religious activity for Hindus, and the second is a spiritual tour that anyone can do. Especially for the first side,*" he continued, "*the Melukat ritual is self-purification for Hindus.*" Furthermore, the term "melukat" refers to a process of spiritual purification by cleansing the mind and soul spiritually in humans using the mediums of water, incense, and *Banten* (holy ceremony).

Referring to the rapid development of religious tourism, the vehicle tourism village is a new opportunity to develop religious tourism in Gianyar District. This is because tourism potential is clear and exists but has not been able to be managed properly, so strategic efforts are needed to improve and develop this tourist village. According to the results of the preliminary study, the growth of tourism in Kenderan Tourism Village is fairly quick. This can be seen from the increase in the number of tourists who come to the lake Waja Wounding, which is the icon of Kenderan Village. In addition, the development of the number of supporting facilities and accommodations makes further development indispensable. Some large villas exist, such as Dedari Kryamaha, Vrindawan, Kayangan, Kendran, and Tri Upasedana Villa. In addition, there are many tourist attractions with the concept of hidden places often visited by foreign tourists that need further development. The results of an interview with the regent on duty at *Beji Telaga Waja* Temple stated that the injury must be carried out without a thread and must not be violated; if violated, it will be seriously affected. He added that the philosophy of naked hugging means that we are born naked and die; in addition, the holy water that touches our bodies is more pervasive, and the blessings are more felt by the creator.

Based on the results of the interview with the head of the group, Mr. Dumia, it was said that as a tourist village, the pride of the vehicle is faced by the undeveloped location of this *pengelukatan* place as an attraction for tourist destinations because few people know about it. There are still only a few residents who do religious tours. This results in tourists who visit and stay in Kenderan not having a special impression of the tourist attractions offered, so the length of stay becomes very short. There are problems related to community welfare and the need for Kenderan Tourism Village to have more attractive tourist attractions by utilizing existing natural resources. It is necessary to study the development of tourist attractions that can answer all the problems Kenderan Tourism Village faces.

In addition, according to the Head of Kenderan Village, Kenderan Tourism Village still needs good infrastructure, especially around *Pengelukatan Telaga Waja*, an icon or religious tourism activity with elements of sacred language, spirituality, and religion. This results in tourists who visit and stay in Kenderan not having a special impression of the tourist attractions offered, so the length of stay becomes very short. He added that another problem is the lack of synergy between *pokdarwis* and the community regarding tourism development. It has been demonstrated that only a small number of people from outside the village are familiar with the site of the accident; therefore, it is necessary to study the development of tourist attractions that can solve all of the problems faced by Kenderan Tourism Village, particularly with regard to religious tourism attractions. This study aims to identify the potential and formulate a strategy for developing *Pengelukatan Telaga Waja* as a religious tourism attraction in Kenderan Tourism Village, Tegallalang, Gianyar. Hopefully, this research can be a foundation for policymakers to develop religious tourism, especially in Gianyar, to improve community welfare.

2. METHOD

A qualitative type of descriptive research was used in this study (Darwin et al., 2021). This study seeks to analyze the potential and development of *Pengelukatan Telaga Waja* religious tourism and formulate strategies and programs for its development. The research was conducted in Kenderan Tourism Village, Tegallalang District, and Gianyar District. The vehicle tourism village was chosen because the natural resources in this village are very strategic to study in the development of religious tourism, and the provisions as a tourist village have been officially decided based on the Gianyar Regent Decree Number 429/E02/Law/2017. Qualitative data in this study are in the form of information related to an overview of the potential of Kenderan Tourism Village, the natural environment

in the form of natural resources, community life behaviors that support the development of tourism in Gianyar District, and activities carried out such as natural and cultural activities. Quantitative data include population, number of tourist visits, facilities in the form of accommodation, and springs.

Data sources in this study were obtained through structured interviews and direct observation (primary data), while supporting data and regional archives were related to research (secondary data). Information related to primary data is determined using purposive sampling (Adnyana, 2021), and the inclusion criteria set includes (1) having in-depth knowledge of tourism and tourism data; (2) knowing and understanding the general condition of the location or research area (Kenderan Tourism Village, especially natural resources in Kenderan); and (3) having an understanding of religious tourism development policies. The list of informants comes from the Head of the Gianyar District Tourism Office; the Head of the Tourism Awareness Group (*Pokdarwis*); the Head of Kenderan Village (*perbekel*); *Bendesa Adat*; tourism entrepreneurs (*Puri parties*); researchers and academics. According to the *Pemangku* (a Hindu religious figure), as many as five informants were designated as subjects.

Data analysis in this study consists of two ways: qualitative analysis carried out by interpreting the results of interviews with respondents related to sacred language, spirituality, and religion in the development of community-based religious tourism in Kenderan Tourism Village, Gianyar District. In addition, a SWOT (strengths, weaknesses, opportunities, and threats) matrix study is utilized to potentially expand *Pengelukatan Telaga Waja* as a religious tourist destination in a car tourism town. Strategies for SO, ST, WO, and WT utilizing IFAS and EFAS tables. The SO Strategy asserts that all strengths are utilized to capitalize on the biggest available chances, whereas the ST Strategy states that all strengths are utilized to overcome risks. WO argues that capitalizing on existing possibilities while limiting existing shortcomings is essential. WT indicated that it strives to mitigate current flaws and avoid potential risks (Tjiptono, 2008).

3. RESULTS AND DISCUSSION

3.1 A brief overview of *Pengelukatan Telaga Waja*

Telaga Waja Temple is a Pathirtan that is very ancient and sacred. According to information from the Antiquities Office, *Telaga Waja* Temple is 1,000 years old. It was built in the 10th century AD as the sacred ascetic center of the Buddhist monk Kasogatan. The original ancient name of *Telaga Waja* Temple was *Talaga Dwaja*. The well-known manuscript *Nagarakretagama*, written in the 13th century AD by *Mpu Prapanca*, contains information on this. It is written that there is an important Kasogatan Buddhist hermitage center on the island of Bali called *Talaga Dwaja*. Figure 1 is the *Pengelukatan Telaga Waja* area in Kenderan Tourism Village, Gianyar.

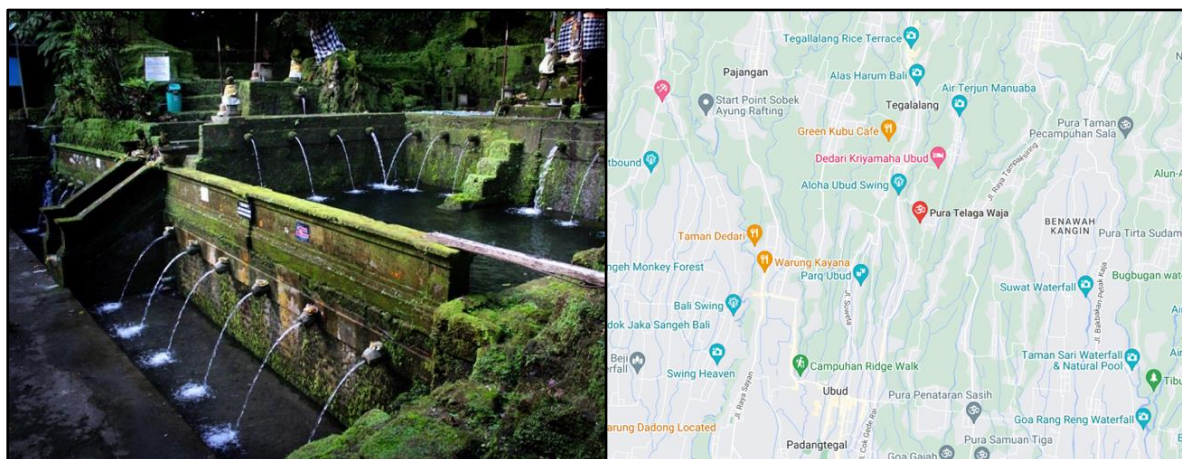


Figure 1. The *Pengelukatan Telaga Waja* area in Kenderan Tourism Village, Gianyar (https://jadesta.kememparekraf.go.id/atraksi/melukat__water_healing_di_beji_telaga_waja)

The stamp or seal of the sign is symbol shaped like the door bar of an ancient wooden house. If we visit *Telaga Waja* Temple, we can still see that there is a relief seal with a symbol shaped like a door bar in one niche. From here, we can determine how important the position of *Telaga Waja* Temple was in ancient times, even to the point of being contained in the classic *Nagarakretagama* manuscript written on the island of Java. In the *Dhama Yoga Samadhi* lontar, there is a guide to bathing seven times on this *Telaga Waja patirtan*. The aim is to cleanse all mala [self-defilement] and widen the path of enlightenment. In addition to *Nagarakretagama*, other old

manuscripts contain the *Telaga Waja* Temple. The Bulian Inscription states that if you often bathe in the patirtan of *Telaga Waja*, which is approximately 1000 years old, it will be useful for healing the body and mind and getting welfare. Therefore, *Telaga Waja* Temple is a sacred parahyangan built in the 10th century AD [already 1.000 years old]. Its original name is Talaga Dwaja, and for hundreds of years, it was an important sacred ascetic center of the Buddhist monks Kasogatan (Lestari et al., 2020).

3.2 The Potential of *Pengelukatan Telaga Waja* as a Religious Tourism Attraction in Kenderan Tourism Village, Tegalalang, and Gianyar

Tourism potential is anything present in a tourist site that serves as an incentive for people to travel there (Choliq, 2011). In the book *Science of Tourism* by Pendi (1994), "tourism potential" is defined as everything that can be converted into a tourist attraction. Tourism potential may be defined as the natural, cultural, and manmade assets that have a specific distinctiveness that draws visitors to want to come and travel and that can grow into a tourism service business that benefits the local community. Bali is rich in natural resources, has a beautiful panorama and is famous abroad. In addition, Bali has fertile land and beautiful *pengelukatan* places (Octaviani & Marshanda, 2023; Purnamawati, Jie, & Hatane, 2022). Hence, Bali's potential to develop the religious tourism *Pengelukatan Telaga Waja* in Kenderan village is the main source for increasing Hindu consciousness, which can increase tranquility in both mind and body. The *Pengelukatan Telaga Waja* places a significant emphasis on holy language, spirituality, and religion in accordance with indigenous Balinese knowledge (Gorda, Sudharma, & Sutrisni, 2023). What the Kenderan tourism hamlet owns has significant potential for enhancing Bali's religious tourism growth. According to an in-depth interview, a number of informed tourist sector sources concur with this viewpoint. Through 4A, the potential and growth of religious tourism may be examined (attraction, amenity, accessibility, and ancillary) (Sutapa, Ayu, Sriyanti, Astawa, & Wiyasa, 2023)

An attraction is one that tourists can enjoy in a tourist destination that includes nature, culture, and art (Butler, 1997). From researchers' observations, tourists are interested in coming because the atmosphere of the wound has a beautiful natural nuance. After all, it is in the middle of a forest, which gives it a sense of sacred mystique because it still prioritizes a strong and thick religious side. With this, tourists will be happy to convey it to others as a form of promotion through word of mouth (worth of mouth), which can help market religious tourism in Kenderan Tourism Village. An amenity (facility) is an accommodation that includes facilities and infrastructure; accommodations are a variety of facilities that are established commercially to increase the number of tourist visits (Butler, 1997). Facilities in the place of *Pengelukatan* include a wantilan-shaped resting place when heading to *Pengelukatan*; in addition, some facilities are very supportive of tourists doing post *melukat* meditation at *Pancoran Solas* because it is a special place for those who want to explore spirituality and be able to improve their faith and religiosity through meditation activities.

Accessibility, which is access to an area or a destination in the *Pengelukatan* area, is also quite good because it is close to residents' homes (Butler, 1997). It is easy to access because there are neatly arranged roads, and the stairs to the *Pengelukatan* are sturdy and not slippery in the rainy season. Parking access must be improved, especially for cars with large capacities due to soft rice fields. In the rainy season, it can cause the car to slip easily. Tourism is supported by ancillary (institutional) ancillaries, such as management institutions, tourist information, travel brokers, and tourism stakeholders (Butler, 1997). Pokdarwis in Kenderan Tourism Village, who discovered the potential of religious tourism in *Telaga Waja*, already has a management institution that functions to coordinate, maintain, and assist in the promotion of increased tourist visits; in addition, there is a management formed by Puri Figures as a forum to promote and explain the existing tourism potential.

3.3 Development Strategy of *Pengelukatan Telaga Waja* as a Religious Tourism Attraction in Kenderan Tourism Village, Tegalalang, Gianyar

The World Tourism Organization (WTO), quoted by Wiratno et al. (2022), outlines sustainable tourism development policies on three things: natural, social and cultural, and economic sustainability. This concept aligns with tourism development in Indonesia, which synergizes the tourism sector with natural beauty and sociocultural diversity, packaged in natural and cultural tourism. In formulating strategies for developing and structuring religious tourism attractions using SWOT analysis techniques (Andiani et al., 2021; Arintoko et al., 2020). The findings of the SWOT analysis are shown in Table 1, while development plans based on SO, WO, ST, and WT components are shown in Table 2.

Table 1. SWOT Analysis of the Development of *Pengelukatan Telaga Waja* as a Religious Tourism Attraction in Kenderan Tourism Village

Strength (S)	Weakness (W)
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<ol style="list-style-type: none"> 1. Beauty and cool natural scenery 2. good quality road to get to the <i>Pengelukatan</i> site 3. has lodging facilities (homestay). 4. Adequate internet network 5. There are pokdarwis groups. 	<ol style="list-style-type: none"> 1. Unmaintained cleanliness 2. Religious tourism facilities are still minimal 3. Maintenance of existing facilities still needs to be improved. 4. Attraction promotion still needs to be stronger. 5. The absence of souvenir shops and other complementary tourism support facilities
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. The tourist attraction is located in a district that is very famous for its tourist villages, namely, Gianyar. 2. Plans for the development of tourist attractions by the government already exist. 3. The public still favors the trend of "back-to-nature" tourism. 4. The number of tourists continues to grow every year. 5. Technological developments that facilitate transactions and promotions 	<p>Threats (T)</p> <ol style="list-style-type: none"> 1. The unique characteristics of other tourist villages are more famous than vehicle tourism villages. 2. The mindset of tourists is still fanatical about certain religions. 3. Tourist awareness to maintain and protect tourist attractions still tends to be lacking. 4. The competition for tourism activities in Gianyar District is relatively high. 5. Talented human resources need to be improved.

Table 2. Development strategy based on SO, WO, ST, and WT components

<p>Strategy (SO)</p> <ol style="list-style-type: none"> 1. It created <i>Pengelukatan</i> tour packages for tourists by maintaining existing ones and utilizing potential that has yet to be maximized. 2. Maintain, preserve, and add facilities to maximize existing potential. 3. A holding tour packages and providing souvenirs and various handicrafts typical of Kenderan to tourist attractions visitors. 4. Realizing the development of tourist attractions by the government 	<p>Strategy (WO)</p> <ol style="list-style-type: none"> 1. Implement the development and use of technology and cooperate with or partner with travel agencies for promotion. 2. Direct interaction tourism activities are further strengthened regarding education and information related to religious tourism-based <i>Pengelukatan</i> places. 3. Adding facilities/facilities supporting tourism that are still lacking 4. Conduct continuous promotion both online and offline.
<p>Strategy (ST)</p> <ol style="list-style-type: none"> 1. Improve or add to existing services, quality, and facilities. 2. It involves enhancing the performance of pokdarwis and gaining cooperation from the local government in order to increase the village's capacity to attract tourists. 3. Unspoiled tourism potential can be the right alternative to yoga and meditation. 	<p>Strategy (WT)</p> <ol style="list-style-type: none"> 1. Cooperate or partner with other tourist attractions. 2. Pokdarwis develops a mature work plan so that, in the future, it has the ability to be marketed as a distinguishing trait or feature compared to other tourist destinations. 3. Increase the diversity of tourist attractions, especially <i>Penglukatan Telaga Waja</i>.

Based on the alternative strategies prepared, it can be determined that the strategies that will be used to develop *Pengelukatan Telaga Waja* in Kenderan Tourism Village based on the place of *Pengelukatan* include the following:

1. Improving the Image of Tourism Products: Enhance the visibility and attractiveness of *Pengelukatan Telaga Waja* by highlighting its unique features and promoting its distinct offerings compared to other tourism destinations. This can be achieved through effective marketing campaigns, engaging storytelling, and showcasing the cultural and natural heritage of the area.
2. Cleanliness and Maintenance: Ensure regular maintenance and cleanliness of the existing facilities within *Pengelukatan Telaga Waja*. This includes regular cleaning of the area, proper waste management, and upkeep of infrastructure such as pathways, seating areas, and signage. Regular inspections and timely repairs should be conducted to maintain a high standard of cleanliness and functionality.
3. Tourism Support Facilities: Identify and address any deficiencies in tourism support facilities, particularly focusing on parking facilities. Adequate parking spaces should be provided to accommodate the growing

number of visitors. Additionally, other necessary facilities, such as restrooms, information centers, and recreational areas, should be developed to enhance visitor comfort and convenience.

4. Government-led Development: Collaborate with the government to initiate and support the development of *Pengelukatan Telaga Waja* as a tourist attraction. This may involve securing funding for infrastructure development, improving accessibility to the site, and working in coordination with relevant government departments to streamline administrative processes and regulations.
5. Environmental Quality Improvement: Implement measures to enhance the environmental quality of the tourist areas surrounding *Pengelukatan Telaga Waja*. This can include initiatives such as reforestation, waste management programs, and promoting sustainable practices among visitors and local communities. Protecting natural resources and preserving the ecological balance will contribute to the long-term attractiveness and sustainability of the destination.
6. Effective Promotional Activities: Develop and implement a comprehensive promotional strategy to increase awareness and attract visitors to *Pengelukatan Telaga Waja*. Utilize various marketing channels, both online and offline, to reach a wide audience. Engage with travel agencies, tour operators, and online platforms to promote the destination. Collaborate with influencers, organize events, and offer unique experiences to create buzz and generate interest in *Pengelukatan Telaga Waja*.

By implementing these strategies, *Pengelukatan Telaga Waja* can enhance its competitiveness, improve visitor experience, and establish itself as a thriving tourism destination in Kenderan Tourism Village.

4. CONCLUSION

Pengelukatan Telaga Waja has the potential to be used as a religious tourism attraction in Kenderan Tourism Village, Gianyar District. The potential of the village with good natural resources and prioritizing elements of the sacred language, spirituality, and religion based on Balinese local wisdom makes *Pengelukatan telaga waja* favored by tourists. The results of the 4A analysis show that *Pengelukatan Telaga Waja* meets the attractive aspect (natural nuances that provide a sense of sacred mystique and still prioritize the religious side), amenities (there are facilities for post *melukat* meditation at *Pancoran Solas*), accessibility (road access to the *pengelukatan* site is quite good), and ancillary (the management of this *pengelukatan* place already has a management institution by Puri Figures). SWOT analysis shows that *Pengelukatan Telaga Waja* meets all SWOT criteria as a good religious tourist attraction in Kenderan Tourism Village. The development strategy is to improve the product image of the *Telaga Waja* religious tourist attraction to compete with other tourist attractions, improve the cleanliness and maintenance of existing facilities, add or support tourism facilities that are lacking, realize the development of tourist attractions with government support, improve the environmental quality of tourist areas, and carry out effective promotional activities. In the future, research related to efforts to optimize the potential of religious tourism in Kenderan Tourism Village and factors that can accelerate economic growth in the region is needed.

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