



Integrating Local Wisdom Values in Tourism Development at the West Bali National Park

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Abstract. The concept of integrating local heritage values is debated in its implementation. This highlights the significance of an event that adheres to Balinese cultural and environmental regulations, thereby contributing to the promotion of sustainable development. This aligns with the research agenda outlined by the Warmadewa University Research Institute and Community Service Institute (LPM), specifically focusing on the field of Environment. The research topic under consideration is Ecotourism, with a particular emphasis on its foundation in Environmental Law. The notion of a tourist village represents a manifestation of community-based tourism with the objective of fostering the socio-economic development of the local community. At present, the majority of tourist villages in Bali Province are facing challenges in achieving substantial development. One prominent issue is in the confusion among individuals over the harmonization of environmental legislation and their cultural practices when engaging in tourism-related endeavors. The research question at hand pertains to the endeavors made towards achieving tourism development in accordance with environmental law within the Bali National Park. The utilization of the Model of Integrating Local Wisdom Values in Tourism Development in the West Bali National Park (TNBB). This research uses a normative method. The purpose of this research is to develop tourism, and the integration of local wisdom values based on environmental law in the West Bali National Park. The results showed that environmental conservation is an effort to carry out a very difficult responsibility, the management of the TNBB has sought the development of tourism based on environmental law. Integration of local wisdom values has been carried out as part of tourism development in the West Bali National Park. Integrating the values that emerge within the community to safeguard and conserve the environment is an optimal approach for effectively managing and conserving the environment. This approach is crucial in achieving sustainable tourism development within the West Bali National Park (TNBB).

Keywords: Integration, Environment, Community, Tourism, Local Values.

1 Introduction

1.1 Background of the Study

Numerous environmental development concepts have been implemented; however, there is a lack of comprehensive research on regulations pertaining to sustainable tourism development as an evaluative instrument for assessing the government's adherence to environmentally-oriented tourism management. Consequently, the existing body of knowledge falls short of establishing a definitive model for tourism development that effectively harmonizes with the natural environment. The provision of a favorable and sustainable environment is recognized as a fundamental entitlement for all individuals residing in Indonesia, in accordance with the stipulations outlined in Article 28H of the 1945 Constitution of the Republic of Indonesia [17]. The exacerbation of the loss in environmental quality can be attributed to imprudent environmental management practices, hence necessitating the implementation of enhanced environmental protection and management measures [8]. The user's text is already academic and does not require any rewriting. The objective of environmental conservation and management is to achieve sustainable tourism development.

In order to safeguard and effectively oversee a favorable and sustainable environment, it is imperative that all business entities and individuals responsible for these entities adhere to the requisite legal regulations by acquiring an environmental permit. The aforementioned regulations, namely the Law on Environmental Management and Protection (UUPPLH) No. 32 of 2009, Government Regulation No. 27 of 2012 regarding Environmental Permits, and Minister of Environment Regulation No. 08 of 2013 concerning Procedures for Assessing and Examining Environmental Documents and Issuing Environmental Permits, establish the stipulations in question. An environmental permit is a mandatory requirement for individuals responsible for corporate operations and/or activities, serving as a regulatory measure implemented by the government to ensure environmental protection and management [6]. The establishment of law arose as a mechanism or tool to govern and oversee the entitlements and responsibilities of individuals within the legal framework. Furthermore, the legal framework governing the contractual obligations between the government and its inhabitants is either State Administrative Law or civil law, contingent upon the specific characteristics and role of the government in executing these legal proceedings [16]. When the government initiates legal proceedings on behalf of a legal entity, such actions are governed by and subject to the regulations outlined in civil law [17]. Conversely, when the government acts in an official position, the actions are regulated and subject to the rules of State Administrative Law. Sanctions should be administered to offenders in accordance with the degree of culpability [12].

The assessment of the effectiveness of environmental law implementation is a complex challenge. To enhance the enforcement of these laws, it is imperative to establish robust regulations and ensure the government's unwavering commitment [9]. The issue at hand pertains to the proclivity of local governmental bodies to construct economic infrastructures through the exploitation of natural resources and the environment, with the primary objective of generating local revenue (PAD). This ap-

proach often neglects the consideration of the region's environmental sustainability and exhibits a lack of adherence to established regulations [10].

1.2 Problem Formulation

Based on the background description above, it is very interesting to study the issue of

1. Efforts to realize environmental law-based tourism development in Bali National Park?
2. Application of the Model of Integrating Local Wisdom Values in Tourism Development in the West Bali National Park (TNBB).

1.3 Research Objectives

The objective of this study is to advance the field of legal science by conducting a comprehensive analysis of the government's involvement in environmental preservation and its corresponding responsibilities in the context of tourism development. The utilization of the Model of Integrating Local Wisdom Values presents an opportunity to develop a sustainable rural tourist concept in Bali, facilitating the study, understanding, and resolution of legal implications associated with this endeavor.

1.4 Research Benefits

Theoretical Benefits

Theoretically, this research is expected to be useful for analyzing and as information, reference, additional material in the literature and useful for finding changes in this research is important for developing a model of integrating local wisdom values with legal protection. The model of Integration of Local Wisdom Values with the legal umbrella of the Balinese cultural environment is also a strategy to legitimize tourist villages to people who have a green reputation and it is hoped that consumers will increasingly believe that the tourist villages they visit have transparency and have a legal umbrella.

Practical Benefits

This research is anticipated to have practical implications by providing valuable insights to enhance opportunities for local communities to generate supplementary income through tourism. The promotion of tourism villages can serve as a strategic approach to enhance the potential of indigenous entrepreneurship, broaden the range of tourism offerings, bolster the economic stability of local communities, and rejuvenate the preservation of local cultural heritage.

2 Literature Review

2.1 Integration Model

The Local Wisdom Value Integration model has received limited scholarly attention and is linked to the concept of sustainable development. This model incorporates sustainability reporting indicators that encompass environmental, social, and economic aspects. These indicators play a crucial role in disseminating information to stakeholders regarding a company's commitment to sustainable development [2].

The concept of Integration of Local Wisdom Values can be elucidated as encompassing sustainability components within its management practices and operations. Sustainability encompasses the tripartite obligations of environmental stewardship, economic viability, and socio-cultural preservation [7]. The foundation for developing sustainable tourism lies in three core duties, which necessitate active participation from all stakeholders within the tourism industry, including travelers, companies, communities, and governments.

2.2 Environmental Concept

The definition of the environment is stipulated in Article 1, Clause 1 of Law Number 32 of 2009. According to this law, the environment encompasses a spatial entity comprising various elements such as objects, forces, conditions, and living organisms, including human beings and their actions. These components collectively influence the natural world, the sustainability of life, and the well-being of both humans and other living organisms. The conditions, situations, and influences present in our spatial environment have a significant impact on various aspects of life, including human existence [14]. These elements encompass economic, social, and other relevant dimensions [4]. [15] According to Soedjono, the concept of "environment" encompasses a living place in which living and non-living entities coexist and engage in various forms of interaction, whether physical or non-physical. This includes all natural elements and physical aspects present inside this space. The regulations pertaining to conservation mostly pertain to Law No. 5 of 1990, which addresses the preservation of living natural resources and their associated ecosystems. The administration of conservation areas, particularly national parks, is primarily conducted by the central government in accordance with the provisions of this legislation. However, it is worth noting that certain provisions, such as Article 38 paragraph (1), present possibilities for the decentralization of these responsibilities. The regulations pertaining to conservation mostly pertain to Law No. 5 of 1990, which specifically addresses the preservation of living natural resources and ecosystems.

2.3 Participant Theory

According to Cohen and Uphoff [5], the primary forms of community engagement that merit significant attention are as follows: (1) Involvement in the decision-making process; (2) Engagement in the implementation phase; (3) engagement in the

distribution of benefits; (4) Inclusion in the evaluation process. The many forms of community participation can be delineated as follows: Participation in decision-making encompasses the active involvement of community members in offering constructive criticism and suggestions pertaining to the government's decision-making process or policies. Additionally, participation in implementation involves the engagement of the community in the execution of government decisions or policies. Thirdly, the community derives advantages from participating in the implementation of government decisions or policies. Additionally, the community's involvement in the review process is their contribution to government decisions or policies. According to the perspectives of John Cohen and Norman Uphoff, community engagement in environmental preservation and management fundamentally encompasses four key components.

2.4 Tourism Concept

Tourism, as a kind of leisure travel, inevitably encompasses various destinations, encompassing both rural and urban areas. The strategic placement of cities and villages that transform into popular tourism destinations holds significant importance. Particularly within the context of sustainable tourism. In general, the emphasis of environmental conservation lies in the preservation and effective management of rural landscapes, particularly with regards to ensuring the long-term viability of tourism activities. Village tourism, as a variant of rural tourism, has the potential to yield numerous advantages for the advancement of diverse resources possessed by rural regions. There exist multiple potentials that can serve as tourist attractions, offering travelers genuine experiences while also affording local people the chance to generate supplementary income from tourism. The establishment of tourism villages can therefore serve as a strategic approach to promote local entrepreneurship, enhance the range of tourism offerings, support the economic stability of local people, and rejuvenate indigenous cultural practices. In the context of regional economic development, the establishment of tourism villages purportedly presents a potential solution to counter urbanization and stimulate rural economies.

2.5 Local Wisdom Value

Local wisdom refers to the perspective on life, knowledge, and diverse tactics employed by local communities to address various challenges and meet their needs. Value in socio-cultural relations relates to the "price of appropriateness" or "the price of goodness", which can be said to be "important" and "unimportant", or "deep" and "shallow", but these qualifications cannot be measured quantitatively. According to Laica Marzuki, in the rules of law (*rechtenormen*) are built legal ethical values (values of legal ethics) whose compliance value is based on legal awareness (legal awareness is essentially the compliance of legal ethical values. Bagir Manan argues that legal principles are not a legal norm, as the law has been formulated in various statutory provisions that are immediately binding.

3 Methodology

3.1 Types of Research

Legal research methodologies can be categorized into two main types: Normative Legal Research and Empirical Legal Research. The research undertaken within the scope of this paper pertains to normative sociological legal research. Traditionally, governance is associated with government, such as formal state institutions.

3.2 Problem Approach

The problem-solving methodology employed encompasses various approaches, which are outlined as follows. The statute approach, conceptual approach, case approach, historical approach, and comparative approach are several methods employed in academic research and analysis. These approaches are utilized to examine and interpret legal principles, concepts, and cases within a specific context. Each approach offers unique perspectives and methodologies for studying and understanding legal issues.

3.3 Data Source

The sources of legal research materials are commonly categorized into two main types: those derived from laws and regulations, and those derived from theoretical materials and opinions of scholars and legal professionals. Normative legal research methodologies exclusively acknowledge the utilization of secondary data [1]. The secondary data encompasses primary legal materials, secondary legal materials, and tertiary legal materials.

3.4 Research Time and Location

The research was conducted in mid-March - October 2022 and the research site was located in Sumber-Klampok Village and Pejarakan Village, Gerokgak District, Buleleng Regency, Bali Province. Both villages are enclave villages and marine waters in TNBB.

3.5 Data Collection Techniques

The process of gathering legal materials involves employing a card law system, which entails collecting field data through the use of cards. This data is then subject to critical analysis, with notes being made on a list of pertinent issues that pertain to the community's requirements.

3.6 Legal Material Analysis Technique

This research used a qualitative method with a descriptive approach and a case study strategy. Data were collected through face-to-face in-depth interview techniques, involved observation and group discussions. Data analysis techniques were carried out from the beginning of data collection and ongoing, consisting of data collection, data analysis, data reduction, data presentation and conclusion drawing.

4 Result and Discussion

4.1 Efforts to Realize Rural Tourism Development Based on Environmental Law in West Bali National Park (TNBB)

For legal policies to have a deterrent effect, individuals and organizations must believe that: (1) there are regulatory officials who have the ability to detect violations; (2) there is a quick, appropriate, and fair response to violations; and (3) there are sanctions and penalties that are severe enough to obtain more benefits for those who do not comply [13]. Tourism that is developed based on environmental and cultural laws that they have as the basis of the concept is very ideal in society. In accordance with the principles of ecotourism, which are rooted in the definition of the environment as stated in Article 1 number 1 of Law Number 32 of 2009, the environment is conceptualized as a spatial entity encompassing various elements such as objects, forces, conditions, and living organisms, including human beings and their behaviors. These components collectively exert an influence on the natural world, the sustainability of life, and the well-being of both humans and other living organisms. The conditions and effects present within the spatial environment have a significant impact on various organisms, including human beings [4]. The current existence of TNBB was originally an intensively managed wildlife reserve (SM), located in the westernmost part of Bali. In terms of its scope, a nature protection park or SM only includes the land area and its forests but not the marine waters. Meanwhile, open access marine areas have been utilized by *nyotok nener* (natural milkfish fishermen) since before 1963 or before the eruption of Mount Agung. The coastal strip from *Sumber klampok* village to *Pejarakan* village is used to divide the catch areas of several *nyotok nener* collectors and their men. In addition, fishing also took place in the sea to fulfill daily consumption needs. Towards the end of the New Order period and the beginning of the Reformation period, tourism companies entered the TNBB area. Within a short span of time, three companies obtained Nature Tourism Business Permits (IPPA) in 1998 and 2003 for a 30-year period. In addition to these three companies, in the early 2000s a seaside resort or hotel was established in the buffer zone of the TNBB (*Pejarakan*). The utilization of nature tourism within the conservation area is because the two are closely related. Likewise, two community groups developed water tourism, namely the Adat Management Board (BP) (*Sumber Klampok*) in 2001 and the *Banyumandi* Fishermen Group (*Pejarakan*) around the beginning of 2000. To accommodate the interests of nature tourism utilization, zoning changes were made in 1999.

The 2010 zoning is better than the previous zoning because fishermen can utilize the TNBB sea, especially in the traditional zone. Based on the legal-formal rules of TNBB, before the traditional zone, fishermen were only allowed to pass through and were prohibited from utilizing the sea (such as fishing).

To build cooperation between several parties in TNBB, the Coastal Care Community Communication Forum (FKMPP) was formed in 2001. The forum was initiated by the World Wild Fund for Nature (WWF), and 13 organizations or groups joined, including fishermen groups, traditional villages, the Buleleng Regency Marine and Fisheries Office and tourism entrepreneurs (associations and private companies). In its activities, FKMPP conducts sea patrols in partnership with TNBB. In addition to the above cooperation, TNBB also cooperates with several parties including the Pilang Non-Governmental Organization, City of Yokohama / JICA, Bali Curik Lovers Association (APCB), and cooperation with the Bali Starling Group. The Bali Starling Group is a community-based Bali Starling breeder in tourism development. Under formal legal rules, the TNBB conservation area is state property. With an area of 19,002.89 ha, TNBB consists of 3,415 ha of marine waters and 15,587.89 ha of land. When compared, 5:1 is more land area. The area has boundary markings and is divided by zoning. Referring to *Permenhut* No. P. 56 / *Menhut-II* / 2006 concerning National Park Zoning Guidelines, it is explained that the marine and land areas of the national park have boundary marks between zoning. For example, at sea, mooring buoys are marked using buoys with initials/codes written in accordance with certain zones. In map digitization, the boundaries of the TNBB marine area are clear but there are no boundary markings on the ground between zones. The condition of rural tourism development certainly cannot be separated from sustainable environmental preservation.

4.2 Application of the Model of Integrating Local Wisdom Values in Tourism Development in West Bali National Park

The term integrating local wisdom can be explained as integrating local wisdom that incorporates sustainability into its management practices and operations. Sustainability includes environmental, economic and socio-cultural responsibilities [7]. This responsibility is the basis for building green tourism, demanding that all tourism industry players such as tourists, companies, communities, and governments are actively involved. Tourism development must ensure the protection of the environment as stated by Friedman, prevention, namely actions taken at the implementation stage aimed at preventing the negative impact of an activity / business can be overcome. In environmental science and environmental law, environmental quality standards are introduced, permits that function as a preventive component, norms of prohibition and obligation accompanied by norms of sanctions that are intended to prevent because they have a deterrent effect [3]. The integration model's implementation stage has witnessed the rise of community engagement, which involves individuals engaging in the management of various tourism enterprises. This includes assuming roles such as lodging managers, restaurant managers, tour guides, hotel personnel, and managers of tourist attractions. The level of engagement from local communities

during the implementation phase, particularly in terms of capitalizing on available opportunities, remains limited. Although involvement may exist in some form, it predominantly manifests as small-scale business management. This stands in opposition to the involvement of external individuals (investors) who dominate extensive enterprises. The rationale behind this phenomenon is rooted in the fact that these business prospects necessitate substantial financial resources, entail significant business risks, involve fierce competition, and demand a high level of ability. The aforementioned circumstance hinders the optimal use of an ideal model, such as the green event model, due to the prevailing control of the management system by managers and investors. Based on survey results from existing accommodation and restaurant facilities, only 35% have just implemented this Integration model model in West Bali National Park. Based on field quantitative data, it can be analyzed that only tourism managers in TNBB who provide maximum community participation only apply the green event model, while managers who tend to be closed and less accommodate the aspirations of the community tend not to apply the local wisdom integration model because it is not well controlled. Integration of Local Wisdom Values in TNBB. This is an action taken at the implementation stage if the prevention and control of environmental pollution and or damage is not successfully achieved, then there are allegations that a violation of the law has been committed [11]. Sustainability includes environmental, economic and socio-cultural responsibilities [7]. These three responsibilities are the basis for building green tourism, demanding that all tourism industry players such as tourists, companies, communities, and governments are actively involved.

The communities surrounding TNBB can be characterized as exhibiting business competence; yet, their little capital hinders their ability to compete with external entities that possess substantial financial resources. Paradoxically, individuals possessing substantial financial resources not only participate in extensive commercial enterprises, but also assume control over small-scale firms that were initially administered by local communities. Consequently, the majority of the revenues generated by these enterprises are not allocated within the immediate vicinity, but rather exit the West Bali National Park (TNBB) region. The influx of foreign wealth into rural regions has resulted in the marginalization of the socio-economic status of the TNBB community. The emergence of tourist villages is perceived as a manifestation of neo-capitalism, characterized by the exploitation of local communities, with the majority of revenues and advantages derived from tourist village development being primarily enjoyed by capitalists. The disparity in income and social welfare across different strata of society is increasingly widening, resulting in a situation where local residents find themselves in a marginalized position within the business activities taking place in their own vicinity. This condition suggests that the economic benefits of TNBB tourism have not been realized by the community. This is corroborated by individuals lacking the capacity to engage in the tourism sector. In light of this situation, it is desirable for the government to enhance the capacity of local communities to effectively harness the benefits arising from surrounding transformations.

5 Conclusion

5.1 The Development of TNBB Tourism as an Activity Related to Recreational Travel Will Certainly Cross Several Locations, Both Rural and Urban

The importance of implementing environmental law-based tourism development in TNBB cannot be overstated. Particularly within the framework of sustainable tourism. The preservation of the environment is of paramount importance and is closely intertwined with the advancement of tourism development in TNBB, which remains highly susceptible to effective management in terms of ensuring tourism sustainability. Village tourism, as a facet of rural tourist development in TNBB, has the potential to yield numerous advantages in the pursuit of enhancing the utilization of diverse resources within rural regions. Building sustainability awareness in the world of tourism is not easy and it takes money for campaigns so that people can understand deeply the sustainability program or the green concept in every activity they carry out.

5.2 Implementation of Local Wisdom Value Integration Model in Tourism Development in West Bali National Park (TNBB)

The integration approach is characterized by active participation in the management of various tourism enterprises, such as overseeing lodging establishments, supervising restaurants, guiding tours, managing hotel staff, and overseeing tourist attractions. The level of participation from local communities during the implementation phase, specifically in terms of capitalizing on available opportunities, remains limited. The concept of integrating Local Wisdom Values can be elucidated as the incorporation of sustainable aspects into management procedures and operations. Sustainability encompasses a tripartite framework of environmental, economic, and socio-cultural responsibility. The foundation for the establishment of sustainable tourism lies in three core obligations. These responsibilities necessitate the active participation of all stakeholders within the tourism industry, including travelers, companies, communities, and governments.

6 Suggestions

- 6.1 There exists a necessity to enhance the provision of governmental services to the community. As civilization progresses, the needs of different facets of life grow increasingly intricate. Hence, it is imperative for the government to exercise meticulousness and adhere to legal frameworks and policies that align with the principles of justice as outlined in the General Principles of Good Governance. Continual enhancement of these principles is necessary to avoid administrative, civil, or criminal repercussions that may arise from public scrutiny and accountability.
- 6.2 Business entities, the community, and governmental bodies that fail to comply with relevant laws and regulations, and act inappropriately while implementing their policies, resulting in environmental harm, can indeed be subject to administrative, civil, or criminal liability. Hence, it is imperative for the government to exercise caution while enacting regulations, ensuring compliance with the established norms and adhering to the relevant legal principles.

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