

# CONNECTING CULTURAL LANDSCAPE AND TOURISM

Reflections from Two of Bali's World Heritages



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Bali

# Scope

1. Introduction
2. Background and Aims
3. The beginning of Bali tourism
4. Cultural Pollution and Cultural Solution
5. Two of Bali's World Heritages
6. Conclusion

# Barong and Kriss Dance



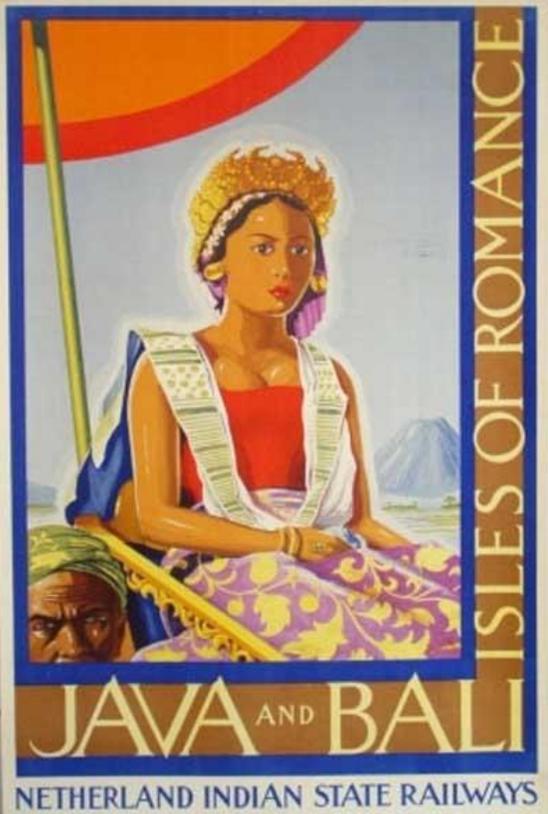
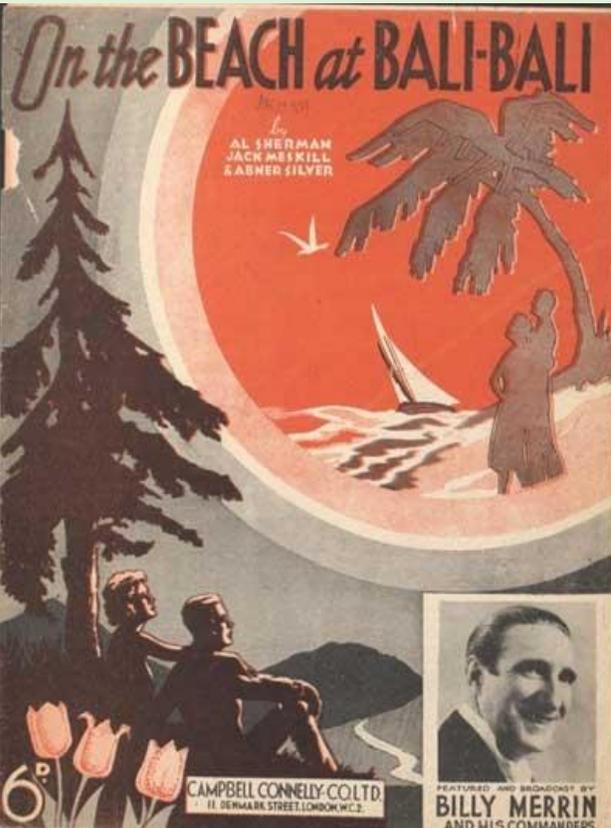
# Background and Aims

1. Within three years, Bali received two cultural acknowledgments from UNESCO
2. In 2012, 'Cultural Landscape of Bali' acknowledged as World Heritage Site
3. In 2015, Traditional Balinese Dance approved by UNESCO as Intangible Cultural Heritage
4. Both used by Bali to respond to criticism that tourism is destroying Balinese culture
5. This presentation discusses how Bali have responded to the inundation of criticism regarding the negative impact of tourism in the context of the development of arts, culture, and nature.

# The Beginning of Bali Tourism

1. Bali tourism was an initiative of Dutch colonial rulers in the 1920s
2. Positive and negative responses to tourism development from the community
3. Community complaints about infrastructure, like roads damaged by tourism transportation
4. Arts which had been used more for non-commercial religious function were commercialised.
5. Western artists residing in Bali like Walter Spies (German) and Rudolf Bonnet (Dutch) encourage artists to keep their masterpieces for future museum collection, and sell souvenir-quality work
6. During the 1930s world crisis, Bali affected, and people did need money

# Promotion Materials during the Colonial



# Cultural Pollution

1. Tourism was accused of being a cause of cultural commercialisation
2. Impacts of so-called hippies.
3. Picard (1996) cultural tourism becomes touristic culture.
4. Increasing number of visitors.
5. Bali is criticised for being overdeveloped.

# Cultural Solution

1. In the 1970s, Balinese dance was separated into three classifications: sacred, semi-sacred, and entertainment
2. This categorisation was to ensure that those types of dances are performed in accordance with cultural and religious values
3. Preserving and developing arts by holding the annual Bali Arts Festival since 1979
4. Put forward regulation for 15 m as the maximum height of buildings, roughly below the height of coconut trees
5. The idea is to keep Bali green
6. People were encouraged not to sell their land as a way to maintain agriculture

# The Only Hotel higher than Coconut Tree in Bali



# The Bali Arts Festival, Annually Since 1979



# Cultural Landscape of Bali as UNESCO World Heritage

1. Approved in 2012, “Cultural Landscape of Bali Province: the *Subak* System as a Manifestation of the *Tri Hita Karana* Philosophy”, meaning the harmonious relationship between human and Gods, human and human, and human and nature.
2. Three types of UNESCO heritage sites: dead monuments (like Borobudur), nature reserves (Great Barrier Reef), and cultural landscapes.
3. Cultural landscape of Bali represents the combined work of nature and man.
4. The sites cover rice fields, the *subak*-irrigation system, water temples, and the culture system under the *Tri Hita Karana* Philosophy.
5. Visitors to the Jatiluwih rice terraces and Mengwi Water Temple increase by double compared to before their establishment as a World Heritage.
6. Income from visitor fees used to improve the local economy and development.

# Nature, Culture, Tourism



# Tanah Lot Temple



# Traditional Balinese Dance as UNESCO Intangible Culture Heritage

1. Approved in 2015 based on the three categories of dances made in the 1970s.
2. Celebrated by Balinese as an achievement in maintaining culture and the arts.
3. It is also considered to be a real response to criticism that tourism is destroying Balinese culture.
4. Tourism encourages Balinese people to strengthen their arts and culture.
5. Arts become one of the strongest elements of Balinese identity
6. As people take pride in their arts and culture, passing them down through generations becomes easier

# Balinese Dance, UNESCO Intangible Heritage



## The Best 10 Direct Foreign Tourist Arrivals To Bali

NATIONALITY	R	2017	+/- (%)	SHARE (%)
Chinese	I	1.385.850	39,88	24,32
Australian	II	1.094.974	-4,21	19,22
Indian	III	272.761	45,59	4,79
Japanese	IV	252.998	7,65	4,44
British	V	243.827	10,07	4,28
American	VI	191.106	12,11	3,35
French	VII	177.864	7,61	3,12
German	VIII	177.184	15,11	3,11
South Korean	IX	174.842	15,45	3,07
Malaysian	X	170.459	-5,15	2,99
Total		4.939.332	13,98	86,69
Other Nationalities		758.407	27,60	13,31
<b>TOTAL ARRIVAL</b>		<b>5.697.739</b>	<b>15,62</b>	<b>100,00</b>

# INTERNATIONAL TOURIST ARRIVALS 2017

## SOUTHEAST ASIAN COUNTRIES

Countries	Number of Arrivals
 Thailand	35,381,210
 Malaysia	25,948,459
 Singapore	17,422,826
 Indonesia	14,040,000
 Vietnam	12,922,151
 Philippines	6,620,908
 Cambodia	5,602,157
 Laos	3,860,000
 Myanmar	3,440,000
 Brunei	238,450
 Timor Leste	66,000

# Conclusion

1. Tourism provides both challenges and benefits for Balinese to maintain and develop their culture, arts, and nature.
2. The approval of two of Bali's World Heritages indicates that Balinese people have been able to develop both tourism and culture harmoniously.
3. Without culture and beautiful arts and nature, Bali tourism might not have developed as it is now; likewise, without tourism Balinese culture, arts, and nature might not have developed as vibrantly as they are now.