

Integrating Sad Kerthi local wisdom in the development of Tista Tourism Village toward sustainable tourism

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ABSTRACT

Sustainable tourism development in Bali after being hit by floods requires an approach that integrates local wisdom to maintain a balance between economic development, cultural preservation, and environmental sustainability. This study discusses the integration of Sad Kerthi, a fundamental concept of Balinese local wisdom, in the development of Tista Tourism Village in Tabanan Regency as a model of sustainable tourism based on local culture. Through a qualitative approach with observation and interview methods with the Government, Village Head, and local communities, this study explores how Sad Kerthi principles are integrated in the planning and management of tourism villages. The results show that the integration of Sad Kerthi values has contributed significantly to environmental preservation, local community empowerment, and improving the quality of tourist experience. The application of Sad Kerthi is manifested in several aspects of tourism development, namely community participation in the decision-making process, preservation of cultural ceremonies and rituals, environmental conservation efforts, and a human-centered development approach. These findings indicate that the Sad Kerthi framework provides a sustainable model for tourism development in Balinese villages, which balances economic benefits with cultural integrity and environmental management.

1. INTRODUCTION

Bali, known as the "Island of the Gods," has long been a premier tourist destination, attracting millions of visitors annually with its unique culture, stunning landscapes, and spiritual heritage (Wulan et al., 2024). The rapid expansion of mass tourism has generated significant economic benefits, such as employment and local income growth, but also introduced challenges including economic leakage, income inequality, and overdependence on tourism (Januar, 2024). The rapid growth of mass tourism in recent decades has brought significant challenges, including environmental degradation, cultural commodification, and economic disparities (Darmawijaya et al., 2025). Environmentally, unregulated tourism has led to degradation, biodiversity loss, and unsustainable resource use, particularly in ecologically

sensitive destinations like Bali (Bisht et al., 2025). Socio-culturally, tourism can foster cultural preservation and intercultural exchange, yet it often results in cultural commodification, erosion of traditional values, and social conflict (Liodakis, 2023). The commodification and homogenization of culture, alongside ecological exploitation, render current tourism models unsustainable (Priliani et al., 2025). Addressing these issues requires integrated strategies such as sustainable tourism governance, community-based tourism, policy interventions, and technological innovation to balance economic, social, and environmental objectives (Januar, 2024). These challenges have prompted a reevaluation of tourism development approaches on the island, with increasing interest in models that prioritize sustainability and cultural authenticity.

Bali as one of Indonesia's top tourist destinations, is renowned not only for its cultural heritage but also for its unique natural landscapes (Anggayana et al., 2025). Research on integrating local wisdom in sustainable tourism development demonstrates the effectiveness of traditional Balinese concepts in tourism planning. The Sad Kerthi concept, emphasizing preservation of six sacred elements (Atma, Segara, Danu, Wana, Jagat, and Jana), has been successfully applied in marine tourism development in Karangasem Regency, showing that local wisdom and blue economy principles are interdependent and mutually strengthening (Osin et al., 2025). Similarly, the integration of Tri Hita Karana and Sad Kertih values in Belimbing rural tourism requires revitalization, transformation, and conservation to realize community-based tourism benefits (Ginaya et al., 2019). Local wisdom-based tourism village organization, as demonstrated in Sade Lombok, emphasizes indigenous community involvement, synergy between tourist and local interests, and proactive stakeholder engagement (Hamzah & Irfan, 2018). Community-based approaches utilizing local wisdom like "Sauyunan" principles of harmony and mutual assistance demonstrate successful sustainable tourism models requiring collaborative government-community partnerships for effective implementation and cultural conservation (Maryani & Indrianty, 2024). The concept of community-based tourism, particularly in Bali, is increasingly guided by local wisdom and philosophical frameworks such as Sad Kerthi, which promotes harmony and balance across multiple dimensions of life and the environment. This traditional Balinese local wisdom offers a culturally grounded model for sustainable tourism development, aligning closely with modern sustainability principles. Tourism villages play a vital role in this approach by integrating community participation, environmental conservation, and cultural preservation (Indrianto & Oktavio, 2025). Success in these initiatives depends on empowering local communities to take active roles in tourism planning, management, and operations.

In response to these challenges, there has been a growing movement toward community-based tourism and the integration of local wisdom in tourism development. One such approach is the application of Sad Kerthi, a traditional Balinese Hindu concept that

emphasizes harmony and balance across six dimensions of life and the environment. This concept, deeply rooted in Balinese philosophy and cosmology, offers a comprehensive framework for sustainable development that aligns with contemporary sustainability principles. Tourism villages represent a crucial approach to achieving sustainable tourism development by integrating community participation, environmental conservation, and cultural preservation (Indrianto & Oktavio, 2025). Research demonstrates that successful sustainable tourism villages require active community empowerment, where local residents serve as key stakeholders in tourism management, planning, and operations (Zamroni et al., 2024; Suharti et al., 2023). The implementation involves seven core components: attractions, amenities, accessibility, management, human resources, business development, and marketing (Putra et al., 2023). Effective management requires professional tourism management alongside community-based tourism and social entrepreneurship (Suharti et al., 2023). Multi-stakeholder collaboration between government, private sector, academics, and communities ensures comprehensive development toward sustainable tourism goals (Adityaji et al., 2023).

Local wisdom is a fundamental driver of sustainable tourism village development, enabling communities to preserve cultural heritage while generating economic opportunities (Ilmayasinta et al., 2025; Daryana & Waluyo, 2025). In the cultural tourism industry is included (Redianis et al., 2019). Since Balinese people conduct many cultural and religious activities (Budasi et al., 2021). The tourism sector can provide economic, social and cultural benefits for all stakeholders of tourism stakeholders (Osin et al., 2019). One of the developments in tourism is to open opportunities for the millennial generations to conduct tourism in tourism villages, namely, the community and the Government (Osin et al., 2021). Observing the growth and development of world tourism which continues to move dynamically and the tendency of tourists to travel in various different patterns is an opportunity as well as a challenge for all destinations (Suarthana et al., 2020). Community-based tourism can be used as one of the solutions in increasing the participation and involvement of local communities in understanding the desires, needs, and listening to the aspirations of the community in the planning and development of community-based tourism is very fundamental because the community is the driving force and the main aspect in tourism (Wiramatika et al., 2024).

Integrating local wisdom into tourism development creates a holistic approach to sustainable tourism (Sawir et al., 2021). Key mechanisms include promoting traditional ceremonies and cultural practices. Apart from that, employing residents as authentic tour guides. It is not surprising that the tourism industry is an important economic sector, where most people work in the tourism industry (Budasi & Anggayana, 2019). The progress of a nation is largely determined by the quality of education of its population (Anggayani & Osin, 2018). The tourism sector continues to be encouraged because this sector is a mainstay in generating public income and foreign exchange for the country (Suryawati & Osin, 2019). The

development of tourism industry will affect the increasing income of the community around attractions and the creation of employment opportunities (Osin et al., 2019).

Bali is the center of tourism in Indonesia and one of the world's leading tourist destinations (Yanti & Anggayana, 2023). The interests of tourism began to explore the potential of the region and as much as possible to package it into alternative tourism products (Suryawati et al., 2022). The existence of the tourism industry today has increased significantly both in quantity and quality, which is able to make an economic contribution to the country's foreign exchange (Osin et al., 2020). Everyday hospitality students on campus attend lectures and practice according to their respective majors (Purwadi et al., 2023). There are still many found that errors in writing. Technology in this era is increasingly growing, advanced and modern. This requires the existence of quality human resources. Qualified humans are expected to be able to participate in the development of a country (Sengkey et al., 2022).

Tista Tourism Village, officially designated in 2016, already demonstrates strong community-based tourism principles that align with this approach (Winia et al., 2019). Tista Tourism village, located in Tabanan Regency, Bali, represents an emerging destination that has the potential to develop as a model of sustainable tourism based on local wisdom. The village, with its rich cultural heritage, natural landscapes, and strong community traditions, provides an ideal setting for exploring how Sad Kerthi principles can be integrated into tourism development. The people of Tista Village have shown strong support for transforming their community into a village tourism destination, contributing significantly to the ongoing development of Tista Tourism Village. This collective effort has led to its recognition as an "Advanced Tourism Village" within Tabanan Regency. Currently, Tabanan Regency has 27 designated tourism villages established by the Regent's Decree, spread across 10 sub-districts, with Tista Tourism Village being one of the standout examples in the advanced category. The village was officially designated as a tourism village through the Regent of Tabanan Decree Number: 180/319/03/HK & HAM/2016, issued on October 26, 2016. Additionally, the Tista Village Tourism Awareness Group (Pokdarwis) was formally recognized by Decree Number: 180/274/03/HK & HAM/2016, dated September 19, 2016. Tista Village is composed of four banjars (traditional hamlets): Banjar Dangin Pangkung, Banjar Dauh Pangkung, Banjar Carik, and Banjar Lebah. Geographically, it lies in a lowland area with gently undulating terrain, about 3 meters above sea level, and experiences temperatures ranging from 27°C to 40°C. The village covers a total area of 52.00 hectares, consisting of 32.99 hectares of rice fields, 7.03 hectares of yard land (pekarangan), and 11.98 hectares of dry field land. Agriculture remains the primary livelihood for most residents, reflecting the village's strong foundation in farming and rural economy (Tista Village, 2025; Pokdarwis Tista, 2024).

The challenge lies in how to effectively integrate traditional wisdom and values, such as Sad Kerthi, into contemporary tourism development frameworks. While the concept of Sad

Kerthi is well-established in Balinese culture, its application in tourism development remains underexplored and poorly documented. This research aims to address this gap by examining how Sad Kerthi principles can be systematically integrated into the development of Tista Tourism Village as a model for sustainable tourism.

2. METHODOLOGY

This research employed a qualitative approach with observation and interview methods to explore the integration potential of Sad Kerthi principles in Tista Tourism Village. The methodology encompassed primary research components that are based on observation, developed to map the relationships between the six sacred elements of Sad Kerthi and key dimensions of sustainable tourism development. Interview methods with the Government, Village Head, and local communities, this study explores how Sad Kerthi principles are integrated in the planning and management of tourism villages. Examination of Tista Tourism Village's current development trajectory, including its geographical characteristics, existing tourism infrastructure, community governance structures, and cultural resources. The analytical approach involved systematic evaluation of alignment between existing tourism practices in Tista and each of the six Sad Kerthi elements. This assessment identified areas of strong alignment, gaps in integration, and opportunities for enhanced application of traditional wisdom in tourism planning and implementation.

3. RESULTS AND DISCUSSION

This research examines the integration of the Sad Kerthi framework an ancient Balinese local wisdom emphasizing the preservation of six sacred elements: Atma (soul), Segara (sea), Danu (lake/water), Wana (forest), Jagat (cosmos/universe), and Jana (community) into the sustainable development of Tista Tourism Village in Tabanan Regency, Bali. This local wisdom promotes character education based on Balinese cultural values, fostering traits such as nationalism, environmental care, and social responsibility (Mahendra, 2021). Implementation includes policies on traditional clothing, language preservation, and environmental protection (Dewi, 2020). By actualizing Sad Kerthi teachings in daily life, Balinese society can maintain its cultural identity while adapting to global progress, potentially mitigating character degradation and negative impacts of foreign influences (Saputra & Heppyana, 2023; Dewi, 2020). As Tista Village progresses toward recognition as an advanced tourism destination, there is a significant opportunity to ground its development in traditional ecological knowledge and spiritual values that have sustained Balinese communities for centuries. Sustainable tourism, in its essence, is a paradigm that considers the comprehensive economic, social, and environmental impacts of tourism, catering to the needs of visitors, the industry, the environment, and host communities (Suprayitno et al., 2025). The development

of tourism villages in Bali represents a strategic initiative to distribute the benefits of tourism more equitably across the island, moving away from the concentrated tourist hotspots. The research reveals that Sad Kerthi principles offer a comprehensive framework for sustainable tourism that balances economic development with cultural preservation, environmental conservation, and community well-being. Current tourism development in Tista shows partial alignment with these principles but lacks systematic integration of the full Sad Kerthi local wisdom. From the interview results, the key findings show that:

1. Tista's existing community-based tourism initiatives demonstrate strong alignment with the *Jana* (community) element through participatory governance and benefit-sharing mechanisms. Existing community participation, Tista's established community participation mechanisms in tourism governance provide a solid foundation for enhancing Sad Kerthi alignment through existing structures rather than creating entirely new systems.
2. The village's agricultural heritage, particularly its subak irrigation system, reflects mature understanding of Danu (water) principles. Tista tourism village boasts extensive rice fields with the potential to become a tourist attraction, drawing visitors. This trekking route is located between Banjar Daging Pangkung and Banjar Carik. The trekking route is divided into two sections: a regular route and a challenging route leading to the Yeh Ho River. The trekking trail also features a Subak Buluh pavilion, a place to rest while trekking, jogging, and cycling, and to interact with the friendly farmers. Near the trail, there's also a gazebo 69, offering food and drinks, perfect for relaxing while enjoying the rice paddy and sunset views. The village's agricultural heritage provides a strong foundation for integrating Danu and related principles in tourism programming.
3. Opportunities exist to strengthen the representation of *Atma* (soul) through spiritual tourism experiences that connect visitors with authentic Balinese Hindu practices. Tista Village also offers spiritual, artistic, and cultural tourism, including the Beji Temple. Located west of Banjar Carik, the temple's origins stem from a water source beneath the temple, considered sacred by the residents of Tista Village. In Tista Village, there is a classical art form called the Andir Dance. This classical dance is an early form of the modern Legong dance. It was originally danced by three men, but more recently, it has been performed by only women. Andir evolved from the Uapcara dance, particularly the Sanghyang dance, a Balinese dance of the spirit. The Andir dance movements are part of the Gambuh dance. The difficult movements in the Gambuh dance are refined and adapted to the dynamic music, resulting in the beautiful Andir dance seen today. Besides that, formal recognition as an advanced tourism village provides credibility and access to resources that can support more sophisticated integration of traditional wisdom.
4. Environmental management practices could be enhanced by explicitly incorporating Segara (sea), Wana (forest), and Jagat (cosmos) principles into conservation strategies.



Figure 1. Tista Village
Source: Authors (2025)

Local wisdom of Sad Kerthi, which encompasses six main aspects of local wisdom as the foundation of governance: a) balance and harmony between humans, nature, and God; b) preserving nature and cultural continuity; c) empowering communities by respecting customs and traditions; and d) developing a sustainable economy without sacrificing social and cultural values.

Table 1. Sad Kerthi Aligned Tourism Product Development Matrix

Sad Kerthi Element	Core Tourism Products	Key Community Participants	Integration Points with Other Elements
Atma (Soul)	Religious ceremonies, Temple visits, meditation sessions	Temple priests, spiritual practitioners, elder knowledge holders	Connection to temple locations (often near water sources), alignment with cosmic timing, community ceremonial organization
Segara (Sea)	Watershed education, marine conservation programs, coastal community partnerships	Farmers, fishermen (through partnerships), water management experts	Connection to irrigation systems (Danu), downstream impacts on forests (Wana), community resource management (Jana)
Danu (Water)	Subak participation, water temple ceremonies, irrigation tours, water conservation workshops	Subak leaders, farmers, water temple priests, traditional engineers	Connection to agricultural cycles (Jagat), spiritual dimensions (Atma), community organization (Jana)
Wana (Forest)	Sacred grove visits, ethnobotany walks, forest product workshops, conservation activities	Forest guardians, traditional healers, craft specialists, farmers	Connection to medicinal knowledge (Atma), watershed protection (Danu), cosmic symbolism (Jagat)
Jagat (Cosmos)	Temple cosmology tours, agricultural timing	Calendar temple experts, architects,	Connection to ceremonial timing (Atma), agricultural cycles

Sad Kerthi Element	Core Tourism Products	Key Community Participants	Integration Points with Other Elements
Jana (Community)	programs, contemplative astronomy	farmers, spiritual leaders	(Danu, Wana), community organization (Jana)
	Governance observations, cooperation demonstrations, intergenerational dialogues, community projects	Traditional leaders, banjar members, youth representatives, women's group leaders	Connection to ceremonial organization (Atma), resource management (Danu, Wana, Segara), cosmic timing (Jagat)

Source: Research Results (2025)

This table highlights the specific contribution of Sad Kerthi is manifested in several aspects of tourism development, namely community participation in the decision-making process, preservation of cultural ceremonies and rituals, environmental conservation efforts, and a human-centered development approach. These findings indicate that the Sad Kerthi framework provides a sustainable model for tourism development in Balinese villages, which balances economic benefits with cultural integrity and environmental management. This model is key to maintaining the long-term viability of Balinese tourism villages, facing modern challenges, while maintaining their unique identity and local wisdom. Thus, Balinese tourism villages become not only tourist destinations but also examples of responsible and sustainable tourism management at the global level (Indrianto et al., 2022). Tista can develop a comprehensive framework for integrating all six Sad Kerthi elements into tourism development, going beyond the partial alignment currently evident in the village. This framework would provide systematic guidance for planning, implementation, and evaluation. Building on existing community participation mechanisms, Tista can enhance its tourism governance structures to explicitly incorporate Sad Kerthi principles in decision-making processes, benefit distribution, and conflict resolution.

4. CONCLUSION

Implementing Sad Kerthi local wisdom emphasizes integrated management combining local traditions, participatory governance, and policy enforcement. Positioning Sad Kerthi wisdom as a living tradition that can evolve while maintaining its core principles, rather than as a static set of practices frozen in time. This approach acknowledges that traditions have always adapted to changing circumstances while retaining essential values. Focusing adaptation efforts on maintaining core Sad Kerthi principles while allowing flexibility in specific practices, ensuring that innovation remains grounded in traditional wisdom. By embracing a dynamic balance between tradition and modernity, Tista can develop tourism that honors Sad Kerthi wisdom while remaining relevant and responsive to contemporary contexts.

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