

“NYEPI SERIES”
THE ICON OF BALI AS HERITAGE DESTINATION
IN THEME OF CULTURE EVENT?

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ABSTRACT

Bali has a lot of potencies to be developed as one of world heritage destination. It has the tangible heritages and also the intangible ones. Bali has a lot of culture events, the inherited (old) events ones and also created (new) events that are still continuing to do in the present time by present generation. As the tourism grows in Bali, the purpose of this paper is to investigate the tourism dimension that is related to the icon of Bali as Heritage Destination. Is the series of Nyepi will be suitable for an icon for Bali as Heritage Destination in Theme of Culture events? In this context, surveyed on 100 tourists were made (domestics and international) and analysed qualitatively by literature study to find out and prove the event that can be the icon of Bali as Heritage Destination.

Keywords:; *Heritage, Culture Heritage ,Events, Culture Event, Icon*

INTRODUCTION

Speaking about Heritage, Bali has a lot of potency to be developed as one of the world heritage destination. It has the heritage places (temples, historic monument, the castle, etc), cultural and artistic (art, music, dance) , heritage landscapes (the traditional architecture of Bali), heritage of flora and fauna (white starling / *jalak bali*),etc.

Bali has its own specificity. It has a lot of tangibles heritage (temples, monuments, castle) and also a lot of Intangible Heritages (in the form of culture : art, music, dance, rituals and ceremony) that are still in the function nowadays in daily life of the communities (as a living heritage) even it is has not been determined as a world culture heritage yet.

In relation to heritage, there is a statement in berita bali. com (23/12/2009), one of official site of news in Bali, stated that :

“Three areas in Bali are targeted for designation as "Cultural Heritage Areas" by the United Nations Educational Scientific and Cultural Organization (UNESCO) in 2010”¹

¹Berita Bali <http://www.balidiscovery.com/messages/message.asp?Id=5699>) retrieved December 08, 2011

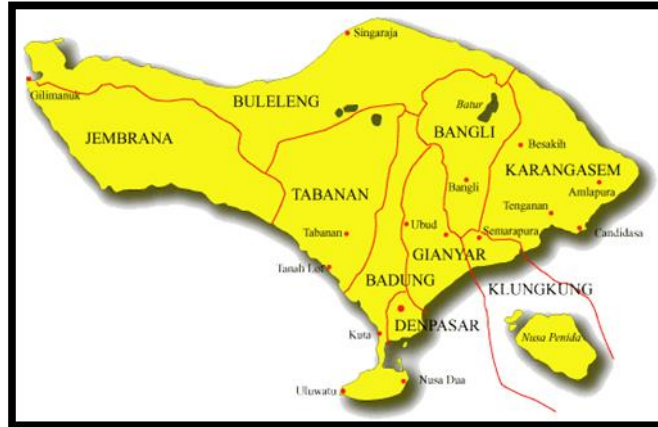


Figure 1. Three Area Nominated as World Cultural Heritage by UNESCO: Tabanan, Gianyar, Badung.²

Those three areas singled out for the recognition on the island are : **The Rice Terraces** of Jatiluwih in *Tabanan*, **The Pakerisan River Valley** in *Gianyar*, and **The “Subak” or traditional water irrigation system** at Taman Ayun in *Badung* as can be seen in the figure 1.

Finally UNESCO defines to preserve **“Subak”** and awards it as World Heritage that officially inaugurated in di St Petersburg, Rusia, 20 Juni 2012.³

Heritage even in a very small scale produce benefit for human life, whether now or in the future life (Yoeti, 2006 : 102). It also mentions that <<heritage as “ *something transferred from one generation to another*”>>⁴ . That has the meaning that heritage is not only related to the past, but also related to the present, as they are being transferred continuously.

The values and the application in Subak, made UNESCO finally determine Subak as World Culture Heritage which will be protected. The official decision will be determined by the forum in St Petersburg, Russia on 20 June 2012.⁵

Subak is one of the concept that is heritaged from long time ago by the Bali’s ancestor in relation of the water irrigation system in Bali. It is nowadays regulated on Bali Province

² Map of Bali, source <http://bali-swiss.com/provinz.htm> retrieved June 10,2012.

³ See more in <http://www.baliculturegov.com/> retrieved 11 juni 2012

⁴ Yoeti, Oka A.2006. *Pariwisata Budaya Masalah dan Solusinya*. Jakarta: PT Pradnya Paramitha

⁵ See also in article written by Made Sudiarta, 2012, SUBAK (Traditional Irrigation System in Bali) was determined as a World Culture Heritage by UNESCO.

<http://www.baliculturegov.com/> retrieved June 1, 2012

regulation (*Perda No 02/PD/DPRD/1972*). The system of *Subak* could manage the irrigation with balance and togetherness, according to Tri Hita Karana⁶ concept in Bali. World has recognized that Bali has a high-value system and it is great challenge for the future in maintaining the existence of *Subak* itself. The existence of *Subak* is threatened because of influence of the Tourism, as many agriculture lands are changed become hotels or villas for tourism. The agriculture profession (farmer) is only dominating by the old generation today while the younger generation has lack of interest in doing it.

Those are the facts that Bali is still maintaining their heritage and adopt nowadays as an important value to be delivered to the next generation. By The world recognition hopefully could do more for regeneration this concept as a part of the living cultural heritage specifically an intangible one.

Other than those explanations above, Bali also has a lot of events as a part of the intangible heritage that is still exist and actively practice by the local communities in the present times.

*“Event can refer many things as an observable occurrence, phenomenon, or an extraordinary occurrence”*⁷

There are many types of activities can be included in the type of events, such as : a ceremony, ritual, convention (meeting), festival, media event, party, sporting event, a corporate or business function, etc.

*“A Ceremony is an event of ritual, that is performed on the special occasion.”*⁸ *While the ritual is a set of actions, performed mainly for their symbolic value”*⁹

We can conclude that ceremony is a part of an event that is including a ritual which is performed in symbolic value that might prescribe the tradition of a community. Ritual may perform in a specific occasion by the individual or a group of entire community in a specific places with certain purposes such as: religious obligations, spiritual, emotional needs of the practitioners, strengthening of social bonds, social and moral education, demonstration of

⁶ *Tri Hita Karana* was derived from Sanskrit, means three, welfare and cause. In the culture of Bali the complete sentence of *Tri Hita Karana* symbolizes the three aspects that bring about well being. Source : <http://www.balitrihitakarana.com/abouttrihitakarana.htm> retrieved February 19,2012.

⁷See more about events definition in <http://en.wikipedia.org/wiki/Event> retrieved 22 June 2012

⁸ <http://en.wikipedia.org/wiki/Ceremony> retrieved June 22,2012

⁹ <http://en.wikipedia.org/wiki/Ritual> retrieved June 22,2012

respect, acceptance or approval for some event, or sometimes just for the pleasure of the ritual itself.

Bali has a lot of specific events related to the culture heritage that is still in use and practiced by the present generation nowadays. In many ceremonies, performance and worship are simultaneous, showing the richness of Balinese rituals with its own tradition that gives specific identity of Bali.

Cultural Heritage defined by World Heritage Convention (WHC, 1972) in Yoeti (2006 : 105) “ *represent a masterpiece of human value over a span of time or within a cultural area of the world, on development in architecture or technology, monumental arts, towns planning or landscape design*”.

In Bali, culture (art and its manifestation include music, dances, and performance) is related to the religion, and that is related to Hindu in this case as a major part of the religion of the Balinese. History said that culture of Bali shows through traditional artistic performance in the temple, in the village, and the urban neighbor.

In the Book ‘Negara’, Clifford Geertz examined that

*“the Balinese state was always pointed....toward spectacle, toward ceremony, toward the public dramalization of the ruling obsessions of Balinese Culture : social inequity and status pride. It was a theater state in which the kings and princes were the impresarios, the priests the directors, and the peasant the supporting cast, stage crew, and audience”*¹⁰

From that statement can be seen that in the Balinese history, everything express toward spectacle, toward ceremony, toward the public dramalization, and the king is an important part of in the process of attaining the excellence of the artist.

In the present time, with the decline of the pretty kingdoms following Indonesian Independence, public institution step into the pattern of the past royal patrons. Like the kings who employed the artist to enhance their own prestige in the past time, the government use

¹⁰ Geertz,C,1980, Negara : The Theatre State in nineteenth Century Bali, Princeton Univ Press, New Jersey, p 13.

traditional dance, drama, *wayang*¹¹ shadow puppet, and *arja* opera as the work of the artist to disseminate information about policies and social programs in the present times.

Another form of events is a festival. Some definition of festivals can be seen followed :

*"A festival is an event, usually and ordinarily staged by a local community, which centers on and celebrates some unique aspect of that community and the Festival."*¹²

Based on that definition can be seen that festival is a kind of event that related to the celebration of unique aspect in the community. The study of the cultural events has in the past mainly centred around festivals.¹³ It is has a meaning of gathering and celebrating (such as Thanks giving), or arts event to promote a particular idea (Festival of Britain in 1951) or refers to event that arrange in a single cultural product (such as Cannes Film Festival).

According to Handelman in Richard, G (2007 : 265) <<*festivals often consist of both rituals and spectacle. The Ritual elements are linked to transformation and rites of passage, and are geared toward the transformation of society.*>>¹⁴ The festivals in the past were produced not for tourism. It was produced by local people and celebrated by the internal community itself, without any objectives of producing it for the external society. But in the present time , the festivals also designed to attract the external people including tourists to visit the area , and also attracting the media to capture it as a world communication purposes.

Related to festivals, Bali has some festivals done by the communities in all around the places in Bali. Every Regency has their own festival that brings their pride and identity. From the western part of Bali (*Jembrana* Regency),there is *Mekepong Festival* (Bull Race) held by the farmer in *Jembrana* Province to celebrate the end of the rice harvest While in the eastern part of Bali can be seen *Perang Pandan* as one of the heritage festival for *Bali Age* (The Bali Original people) in *Tenganan Pegingsingan, Karangasem* Regency, Bali .It is celebrated in *sasih kelima* (the fifth season in Balinese calendar), held in the *Hari Raya Sambah* (Sambah ceremony).

¹¹ *Wayang* is a Javanese word for particular kinds of theatre (literally "Theatre" or sometimes "puppet"). When the term is used to refer to kinds of puppet theatre, sometimes the puppet itself is referred to as *wayang*. Performances of shadow puppet theatre are accompanied by gamelan in Java, and by gender wayang in Bali. Source : <http://en.wikipedia.org/wiki/Wayang>, retrieved june 22,2012.

¹² See more about festival, source <http://en.wikipedia.org/wiki/Festival> retrieved June 22, 2012.

¹³ See Richard, G, 2007, Culture Tourism : Global and Local Perspectives, Rotledge, New York, p. 259.

¹⁴ Richard,G, The Festivalization of Society or The Socialization of Festivals? The Case of Catalunya, in Richard, G, 2007, Cultural Tourism ,The Haworth Press,Inc, USA, p. 261.

¹⁵There will be an arena where is always hectic, and has been waiting for a brave man of war as a knight-warrior. The youths generation of Tenganan will prove that their body and soul is strong to preserve their strong tradition even the sharp spines pandan crash their back.

Cultural events also a part of the revitalization of the balinese culture where the present generation are continuing the philosophy of the old generation in certain principal or belief of the Hindu Religion.

There are some events that intentionally created in relation to conserve and protect as well as regenerate the culture heritage to the future generation. Those events are : *Ogoh-ogoh* festival, *Gong Kebyar*, Balinese Dance competition, Kite Festival, Bali Art Festival, Kuta Carnival, Nusa Dua Festival, etc

THE CULTURE EVENTS : PART OF THE MOTIVATION OF DOMESTIC AND INTERNATIONAL TOURISTS?

From 100 sample of tourists on the research of the thesis (Wiarti, 2012 : 112), 50 persons domestic and 50 persons international was surveyed to figure out the fact of their opinion about Bali especially its culture events. It figured out that there were different facts between the domestic and international tourist visiting Bali. The profile of the international tourist dominate by male (26%) and domestic tourist are dominating by female (31%).

For the first presentation, the Tourist opinion about Bali, is it the best place for them to visit during their holidays as illustrates on the following figure :

¹⁵ See more about Perang Pandan in source : http://www.parisada.org/index.php?option=com_content&task=view&id=896&Itemid=107 retrieved June 12, 2012

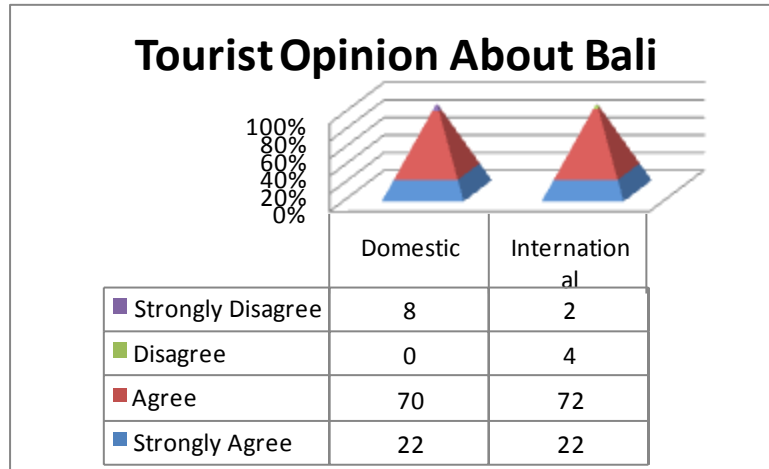


Figure 2. The Domestic and International Tourist Opinion About Bali
 Source : Result on research of Thesis (Wiarti,2012)

From the figure 2 shown that for both domestic and international tourist, Bali is the best place to visit. As can be seen in the figure that 70% of the domestic tourists are agreed when they are being asked about their opinion about Bali, so do the international tourists (72%). Moreover, they are strongly agreed that Bali is the best place to visit during their holidays.

There are some reasons of the international tourist saying Bali is the best place to visit. For them Bali is a nice, beautiful, and peaceful place to enjoy during holidays. It has a nice beach, friendly people, and rich of tradition and culture which is very traditional and different from their own culture. For them, Bali also very exotic as it has amazing weather with long season of sunshine. Besides, it is has a good cost of living, rich of different landscape, as well as different kind of food. They also express that Bali is a paradise before destruction.

For domestic tourist Bali is a nice place to visit especially the beach and many choices of attraction to be experienced with. It has a lot of specificity in culture that is still preserve by the people until present time. Bali is world paradise for them, and very famous as it is visited by a lot of tourist so that is why domestic tourist also encourages visiting Bali.

The place of interest that usually visited in Bali can be seen in the following figure :

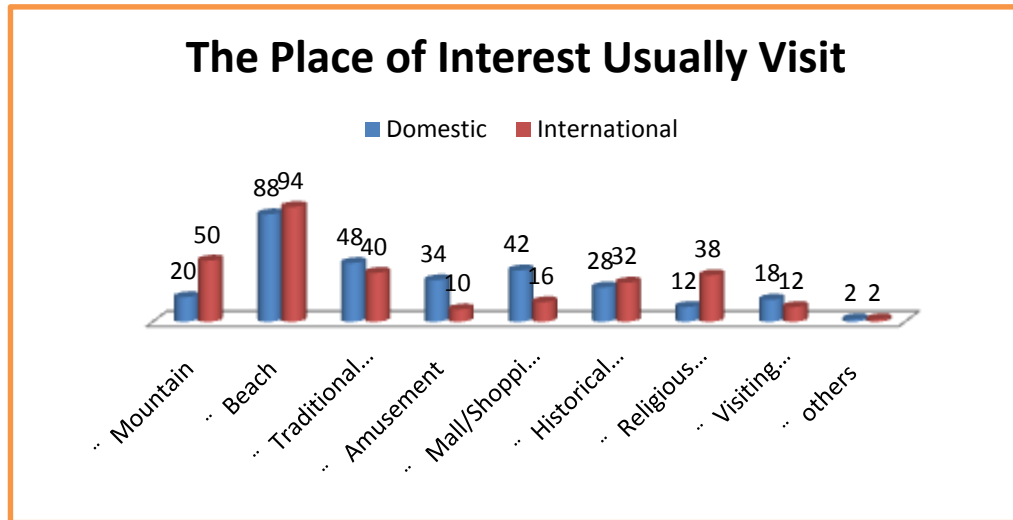


Figure 3. The Place of interest for Domestic and International Tourist in Bali
 Source : Result on research of Thesis (Wiarti,2012)

From the figure 3 can be seen that Beach is the most attractive place to visit for both Domestic and International Tourists. Other places of the interest for International tourist is mountain area. Almost 50 % of them are interested in Visiting Mountain when only 20 % of domestic prefer to visit mountain during their stay. Traditional market also interesting for both domestic and international tourist as they have almost the same proportion in the percentage of its preference.

The interesting fact founded in this research is the contrary result of the preference of the domestic and international tourist in visiting Religious Places. More international tourists preferred to visit Religious places in Bali (38%) rather than domestics that only 12% of them choose religious places to be visited. This could be related to their religion affiliation that is figured out followed:

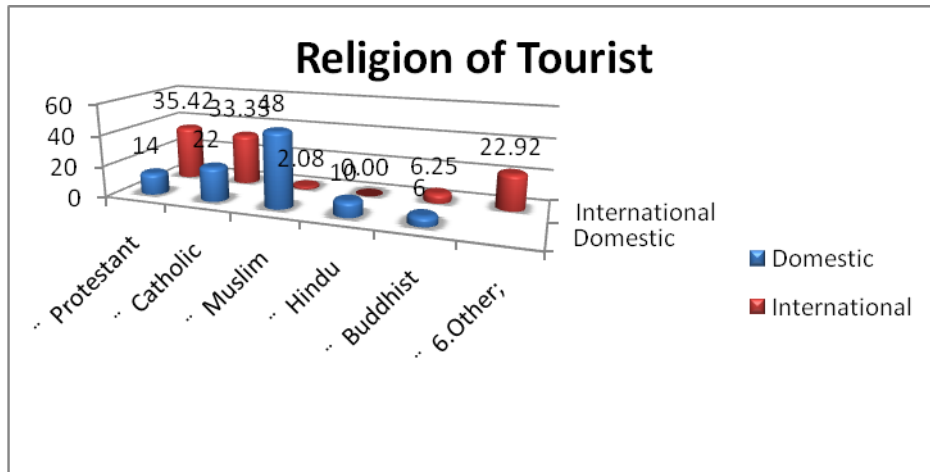


Figure 4. The Religion Affiliation of The Tourist Visiting Bali.
Source : Result on research of Thesis (Wiarti,2012)

The Majority of the domestic tourist visiting Bali are Muslim (48%) when in contrary the international tourist are dominantly Christian (Catholic and Protestant) and other kind of believe.

The other facts illustrate from the figure 3 is that both (international and domestic tourists) are interested in visiting events and festival in Bali in almost the same proportion to be equal (12% and 18%).

These two kinds of facts shows that International tourist preferred more to experience the religious place as well as the culture events and festivals held in Bali. While the Domestic tourist only interested in visiting the events and festival but less preference in the religious things in Bali.

Related to the other term of heritage, the figure 3 shown that both international and domestic tourist has the same interest in visiting the historical places/ museum in Bali with the percentage of almost equal: International (32%) and domestic (28%).

The other contrary fact that is highly interesting is the preference of the tourist to visit mall and shopping center in Bali. Domestic tourist prefer more (42%) to visit mall and shopping center compared with the international tourist who is just 16% prefer mall and shopping center. Besides, the domestic tourist also enjoys the amusement that is offered in Bali rather than the international tourist.

The activity of the tourist during their holidays in Bali shown in the figure 5 :

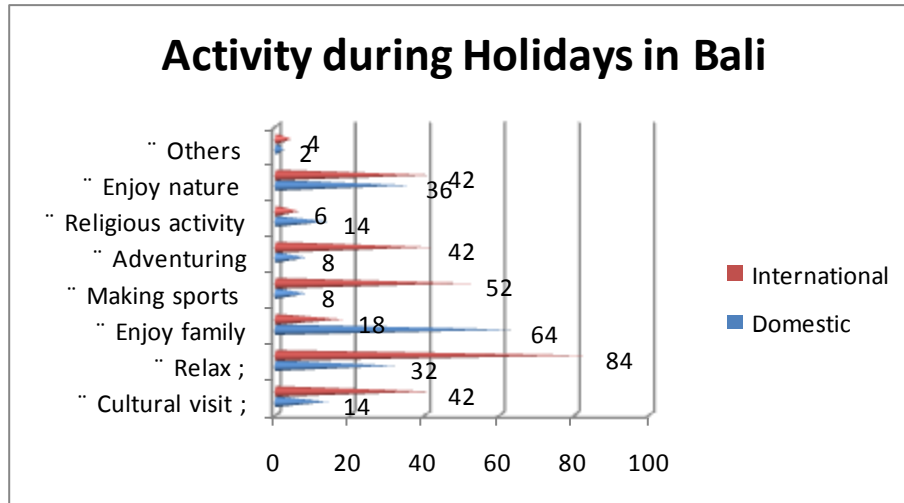


Figure 5. The Activities of Domestic and International Tourist in Bali
 Source : Result on research of Thesis (Wiarti,2012)

From the figure 5 can be seen that International tourist mostly enjoy relaxing in Bali (84%). Making Sports are the second activity preferred (52%). Then they are enjoying the nature, culture, and adventure activity with the same preference figure of 42%. In conclusion can be said that International tourist are mostly motivated to have relax, doing some sports and enjoying the nature and culture in Bali.

The domestic tourist enjoy more time with the family (64%), then enjoy the nature, and relax with the preference of nearly equal : 36% and 32%. Less of domestic tourist enjoying the adventure activity in Bali.

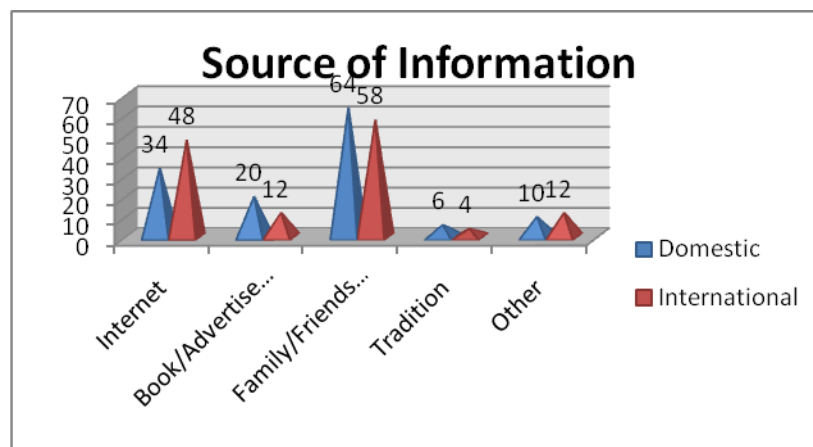


Figure 6. Source of Information about Bali for Domestic and International Tourist

Source : Result on research of Thesis (Wiarti,2012)

The figure 6 illustrates the source of information used by the tourist to find the information about Bali. Word of mouth is the most effective source to deliver the information as shown in the figure 6 that both of domestic and international tourist are dominantly get the information about Bali from their family or friend's recommendation. The other effective source of information to be used in delivering the information about Bali is Internet basis.

This facts can be used for the stake holders of tourism in Bali to decide the way of communicating Bali as world destination to their clients. They have to pay attention in the process of hosting the tourist at the destination as a complete system of experience that should satisfy their need and wants. As they will be happy as well as recommend Bali to be visited to their friends and relatives.

Regarding the culture events in Bali, the figure 7 shows the condition of the tourist in the respon of recognising and knowing well them as can be seen bellow:



Figure 7. The Culture Events For Domestic and International Tourist
Source : Result on research of Thesis (Wiarti,2012)

The figure 7 shows that culture events is completely recognized and well known by both domestic and international tourist. The feature of the culture events can be seen in the following figure :

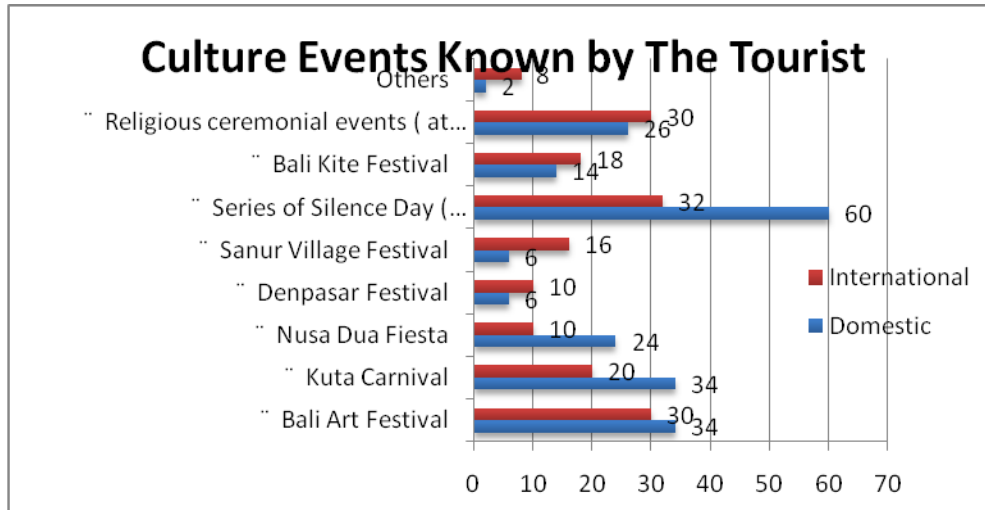


Figure 8. The Culture Events in Bali Known By the Tourist
Source : Result on research of Thesis (Wiarti,2012)

The figure 8 expresses that “*Nyepi*” / Silence Day Series is the most well known events for both domestic and international tourists. The second position is the religious events in the temple and Bali Art Festival that recognized well for domestic and international tourist.

The tourist are not just recognized the culture events held in Bali. They also curious to know more about the events, as mentioned in the figure 9:

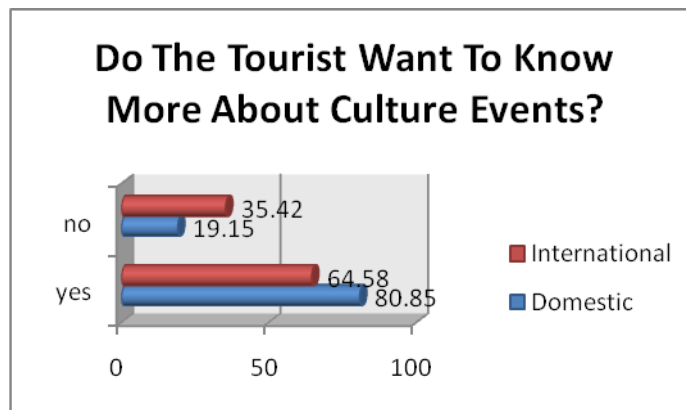


Figure 9. The curiosity of Tourist to Know More About Culture Events in Bali
Source : Result on research of Thesis (Wiarti,2012)

Both International and Domestic Tourist are curious to know more about the culture events in Bali. As they also mentioned to search for more information through some source of information as figured out in the illustration bellow:

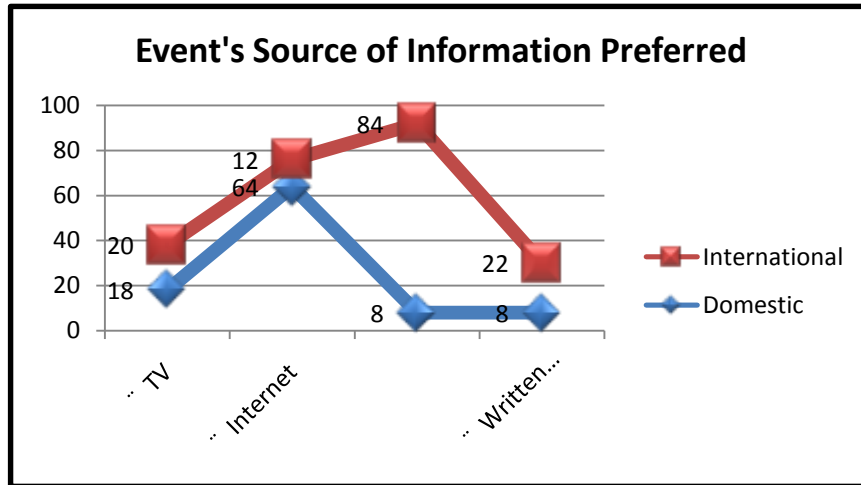


Figure 10. The Source of Information Regarding Events Preferred by The Tourist.
Source : Result on research of Thesis (Wiarti,2012)

International tourist prefers to search more about the culture events through Travel Bureau / Agent. Even they are mostly coming by arranging their own trip but still the travel agency is the important part of their intermediary especially in getting information about the destination visit. Internet site also include their preference to search the information about the events too.

In contrary, domestic tourist prefer to search more information through the internet site. They don't even interest in searching through the travel agency. They prefer more to search through Television as the source of their information.

It can be concluded that culture events in Bali should be communicate more through the internet site as both domestic and international tourist prefer to use it as their means of deep searching about culture events. An extra effort of involving the intermediaries such as Travel bureau /agents should put into consideration in disseminating the information about culture events especially for international tourists.

Seeing more deeply about the eagerness of the tourist in participating the events can be seen in the following figure:

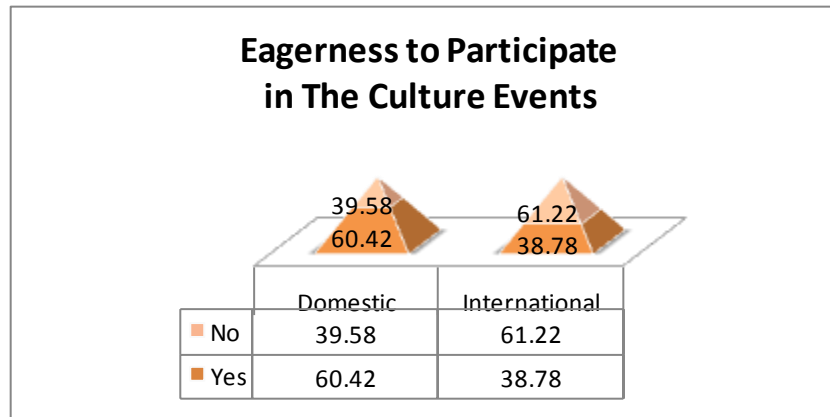


Figure 10. The Eagerness of Tourist to Participate in the Culture Events in Bali
Source : Result on research of Thesis (Wiarti,2012)

The figure 10 shows that Domestic tourist is highly interested in participating in the culture events. There are some reason that motivating them to participate. They said that The Balinese culture is unique so that it is interesting to observe more as well as getting more knowledge about other local genius in Indonesia. They also would like to feel what the Balinese people feel, and learn how Balinese preserve their culture. *Nyepi* / Silence Day is interesting for domestic to enjoy as they can feel the value of its silence connected to the environmental side.

The International tourist poses on the situation in contrast. They are less interested in participating in the culture events in Bali. They mostly interested to see and observe it as an important part of their new experience and knowledge, but limited time to participating deeply.

This conditions showing that the tourism is not always destroying the local culture. As the the tourist is just want to have new knowledge and experience, so that the local people can also educated them to preserve and at the same time also promoting the local potential as well as get the economic benefit from the tourism activities.

As mentioned by Mc Kercher and Du Cros (2001) in Millar, S (2006 : 49) ¹⁶ that there are 5 types of cultural tourist :

1. The ‘purposeful cultural tourist’ : is the tourist with cultural tourism is the primary motive for visiting a destination and the individual has a deep cultural experience.
2. The ‘sightseeing cultural tourist’: is the tourist with the cultural tourism is a primary or major reason for visiting destination but the experience is more shallow.
3. The ‘serendipitous cultural tourist’ who does not travel for cultural tourism reason, but after participating , ends up having a deep cultural tourism experience.
4. The ‘casual cultural tourist’: is the tourist with a weak motive for visiting a destination and the resultant experience is shallow.
5. The ‘incidental cultural tourist’: is the tourist who does not travel for cultural tourism reasons but , nonetheless participates in some activities and has shallow experiences.

From the above explanation can be concluded that the type of tourist coming to Bali during the research period belong to serendipitous and incidental cultural tourist. They are coming not for cultural purpose at the first time, but finally they have experienced the local Balinese culture during their visit in Bali.

IDENTIFICATION OF BALI THROUGH A SPECIAL EVENT : NYEPI IS BECOME AN ICON OF THE ISLAND?

Tourism development could not be separated with the marketing activity. As mentioned above about the type of the culture tourist with their motivation background, it is important to explore more about the possibilities to develop the destination in term of culture especially related to the events held in Bali.

Brand image that is based on the cultural identity will help the marketing process of the destination especially Bali in this case as one of destination offering their richness in culture and nature in combination. A brand will give a new sense of pride for local people and visitor as

¹⁶ Millar, S , 2006, Stakeholders and community Participation, in Leask , A & Fyall, A, Managing World Heritage Sites, Elsevier Ltd, Burlington, USA, p. 49.

something they never dreamed of needing or wanting, in other word could be said as something beyond their expectation.¹⁷ Tourism image making can be used as ‘country’s identity’ to represent the powerful symbol of the destination to attract their visitors.

In term of culture tourism in Bali, let us see how the identity can be transferred through culture events that Bali has, in the starting process of positioning the events that could be an icon for Bali as seen in the following figure.

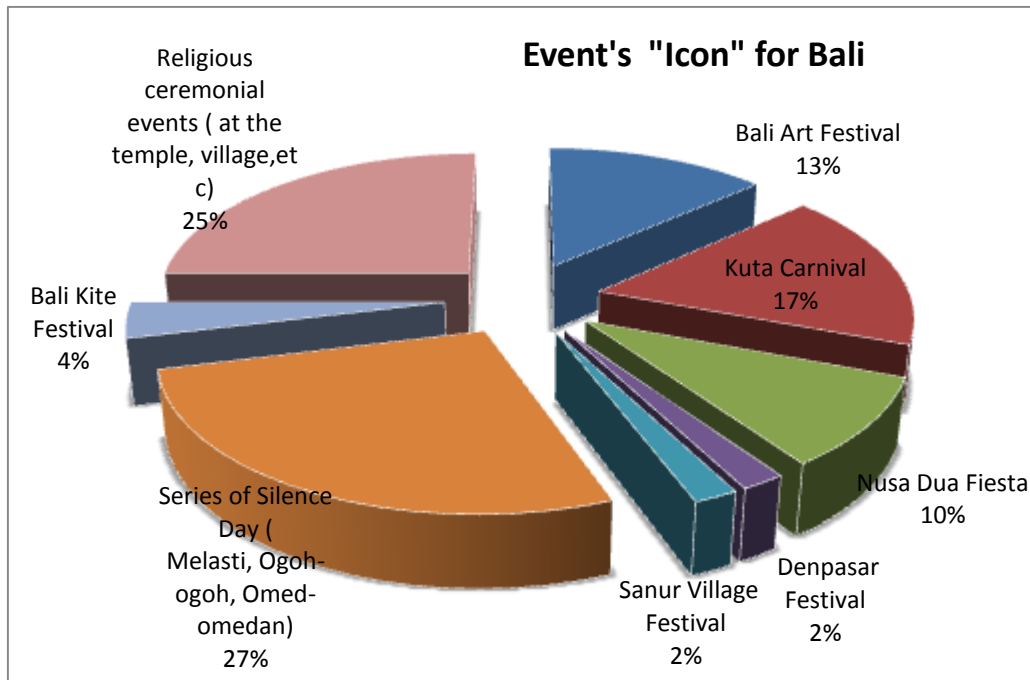


Figure 11. The Event’s “Icon” for Bali according International Tourist
Source : Result on research of Thesis (Wiarti,2012)

The figure 11 shows the possibilities of the culture event that can be an icon for Bali to build the identity of the destination. According the International Tourist , Series of ‘Nyepi’/ Silence Day can be the icon for Bali in theme of cultural event (27%).

¹⁷ Millar, S , 2006, Stakeholders and community Participation, in Leask , A & Fyall, A, Managing World Heritage Sites, Elsevier Ltd, Burlington, USA, p. 52.

Based on the research done by Erawati, Ni Made Rai (2010/2011 : 76-86), found the facts that most of European tourist are knowing Nyepi and some of them have experienced it during their visit in Bali. Nyepi is a strange, surprising, interesting, terrifying, exotic for them.

According to domestic tourist, ‘Nyepi’ Silence Day Series also positioned to be an icon for Bali in theme of culture events as can be seen in the figure 12 below :

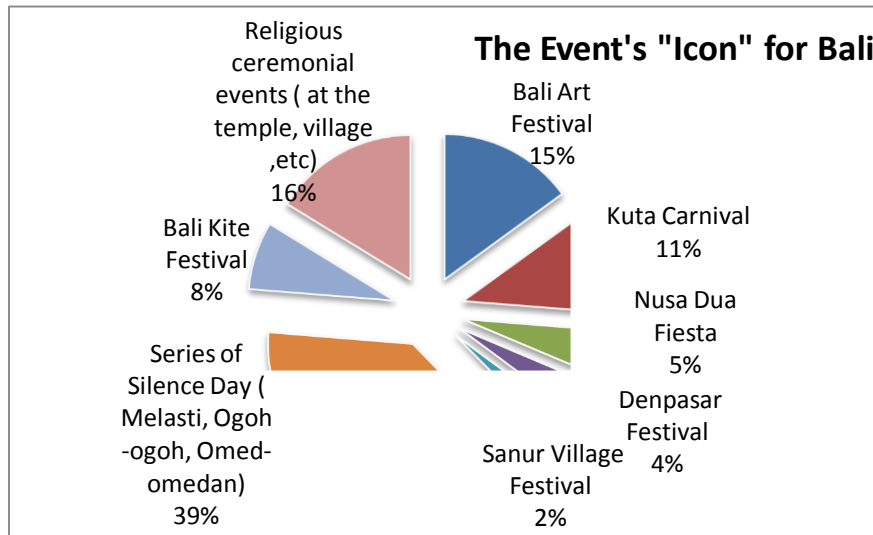


Figure 12. The Event’s “Icon” for Bali According Domestic Tourist
Source : Result on research of Thesis (Wiarti,2012)

Figure 12 confirm that ‘Nyepi’ Silence Day series is also as an event’s icon for Bali in theme culture events for domestic tourist.

From those facts mentioned above can be concluded that Nyepi/Silence Day series has the possibilities to bring the destination image of Bali in theme of culture events. Considering Nyepi’ Silence Day series has its own specificity that is typically Balinese, as it influences the ‘traditional’ Balinese culture heritage as well as the modern creativity of their present generation in term of modifying the ‘ogoh-ogoh’ as an interesting part of the series, and no other places celebrating the same thing as ‘Nyepi’ Silence Day series as Bali does, there will be a good possibilities for Nyepi/Silence day series becoming a ‘hall mark event’ for Indonesia generally, and for Bali specifically. As Hallmarks is being focused to every event that is identical with the

spirit and ethos of a village, city, or country and then being synonymous with a place and then recognized as an attraction.

CONCLUSION

Bali is an interesting place to visit for both domestic and international tourist. They usually more visiting beaches in Bali, comparing to other place of interest. International tourist prefers relaxing and enjoying the nature and culture in the same time as adventuring in Bali. But domestic tourist mostly enjoying their stay with their family and enjoying nature and relaxing more than other activity.

The culture event is well known by both domestic and international tourist. They are eager to know more about the culture events in Bali, and prefer to visit the internet for seeking more information related to culture events. International tourist prefer to use the intermediary (travel agent) to search for more information about culture events in Bali. They recognize 'Nyepi' Silence Day series very well comparing other culture events in Bali.

There is no doubt to prove that for both domestic and International tourist, 'Nyepi' The Silence Day Series is suitable for the 'Icon' for Bali as heritage destination in theme of culture events.

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