INTEGRATING LOCAL CULTURE WITH MODERN DESIGN: A SUSTAINABLE APPROACH TO TOURISM DEVELOPMENT IN KINTAMANI

Desak Made Sukma Widiyani [1], [2]**, I Dewa Gede Agung Diasana Putra** [1]**,**
Ngakan Ketut Acwin Dwijendra [1] **and Anak Agung Gde Djaja Bharuna S** [1]

[1] *Faculty of Engineering, Udayana University, Indonesia*
[2] *Faculty of Engineering, Dwijendra University, Indonesia*
e-mail : sukmawidiyani@gmail.com

ABSTRACT

This research examines strategies for sustainable tourism development in Kintamani through the integration of local cultural heritage and modern design concepts. The main focus of the study is to analyze opportunities and challenges in combining aspects of local culture with cutting-edge design approaches to create distinctive and sustainable tourist attractions. The research methodology includes literature review, direct field observations, dialogues with relevant local stakeholders, and evaluation of case studies from tourism areas in Kintamani. The tourism facilities used as a case study are the restaurants and accommodations in the Kintamani area that combine cultural and modern elements in their building design. Research findings reveal that combining local cultural elements with modern design has the potential to enhance the competitive advantage of tourism destinations. The study recommends a culture-based tourism development that integrates local wisdom with design innovation to create authentic and sustainable tourism experiences. Recommendations include developing local residents' capabilities, conserving cultural assets, and fostering synergy among stakeholders to maximize Kintamani's tourism potential. The research concludes that integrating local culture with modern design is a promising approach to developing sustainable tourism in Kintamani, while considering economic, socio-cultural, and environmental aspects.

Keywords*: tourist facilities, kintamani, cultural integration, sustainable tourism, modern design.*

1. INTRODUCTION

Kintamani is a highland region located in Bangli Regency, Bali, Indonesia. This area is known for its stunning natural beauty, featuring mountain landscapes, lakes, and the active volcano Mount Batur. Kintamani has become a favorite tourist destination due to its cool and serene climate, which is distinct from the crowds found at other major tourist destinations in Bali. Kintamani is also recognized globally for its rich cultural heritage, making it one of the primary tourist attractions in Bali. However, Kintamani currently faces challenges in balancing local cultural heritage with modern architectural development to support sustainable tourism. With the increasing demands of the modern tourism industry, the primary challenge is maintaining a balance between preserving traditional Balinese architecture and adapting to more modern design.

Balinese traditional architecture, which is rich in philosophical values and local wisdom, needs to be preserved while adapting to the demands of the modern tourism industry. One form of adaptation is vernacular architecture, which has unique characteristics reflecting the harmony between humans, the natural environment, and the belief systems of local communities. This challenge is further complicated by the influence of global architecture that often disregards local context, thus risking the erosion of Bali's distinctive cultural identity (Saputra, 2020).

Neo-vernacular architecture emerges as a promising approach to address the dilemma between tradition and modernity in building design. This style seeks to integrate elements of traditional architecture with contemporary needs, as can be observed in several government buildings in Bali. The application of the Neo-Vernacular theme to modern buildings in Bali aims to preserve local architecture so that it is not forgotten in the future (Saidi et al., 2019). Additionally, this concept is also applied to buildings such as villas in Bali, demonstrating that vernacular architecture can be well adapted in a modern context to support environmentally responsive tourism (Putra et al., 2023). The application of the neo-vernacular architecture concept in the development of tourist facilities in the Kintamani area still requires more in-depth study and research. In the research conducted by Swabawa (2015) on the development of tourism in Kintamani, which used the neo-vernacular architecture approach to enhance tourist infrastructure effectively, it emphasized the importance of preserving local uniqueness while adapting to modernization demands. The potential application of this architectural style in the Kintamani tourism sector needs to be further studied to understand its impact and effectiveness in creating a harmonious tourist environment between local cultural heritage and modernization demands.

In addition, the concept of sense of place is also widely applied in the development of tourist accommodations in Kintamani. This concept is implemented in tourist accommodations such as glamping (glamorous camping), which aims to enhance the tourist experience while preserving local culture (Putra et al., 2023). This aligns with the growing trend of special interest tourism in Bangli Regency, including Kintamani, which emphasizes unique and authentic experiences. This research supports the finding that sense of place can strengthen tourists' emotional attachment to a destination, which in turn increases tourist satisfaction and loyalty to that place.

The rapid development of tourism has brought global architectural influences that often disregard the local context. This raises concerns about the loss of local architectural identity. Local wisdom in vernacular architecture contains important cultural and religious values that need to be preserved. Therefore, an approach is needed that can combine elements of traditional architecture with modern design to create a unique and sustainable tourism environment (Heryati dan Nico Abdul, 2014).

The innovation that combines elements of local culture with contemporary design is a strategic step to enhance Kintamani's appeal as a tourist destination while preserving the authenticity of local culture. This research is highly urgent as it seeks to explore innovative approaches that can bridge local wisdom with the demands of modern tourism. The goal is to create a tourism development model that is not only economically beneficial but also considers environmental conservation and cultural values.

By conducting an in-depth analysis of the potential and challenges of this approach, the research is expected to produce practical recommendations for stakeholders. These recommendations are aimed at assisting the recovery and development of Kintamani's tourism sector post-pandemic. Furthermore, the results of this research have the potential to become a reference for the development of similar tourist destinations in other regions.

2. RESEARCH METODOLOGY

This research employs a qualitative method to gain a comprehensive understanding of the integration of local culture and modern design in sustainable tourism development in Kintamani. In this method, the researcher endeavors to provide a systematic and factual depiction of the case study object, thereby enabling the integration of relationships between the phenomena being investigated (Nazir, 2014). In-depth case studies were applied to understand the local dynamics,

involving interviews with various stakeholders such as local communities, destination managers, and tourists. Additionally, field observations were conducted to observe tourism practices and direct interactions between tourists and the local environment. This approach enables researchers to obtain a more comprehensive and valid understanding of the phenomena being studied, with the researcher serving as the key instrument (Sugiyono, 2019).

Data collection was conducted through surveys of tourists and local residents, as well as in-depth interviews. To validate findings from various data sources, data analysis employed the method of triangulation. This approach can provide a comprehensive and in-depth understanding of how to integrate local culture with modern design in sustainable tourism development in Kintamani, while considering the complexity and uniqueness of the local context.

3. LITERATUR REVIEW

A. Local Culture Theory

Local culture theory is a complex and multidimensional concept, encompassing various aspects of community life. According to Hildred Geertz, local culture can be understood as the entire system of ideas, actions, and human creations in social life that are internalized through a learning process (Angelini et al., 2021). This local culture includes traditions, language, and rituals that are characteristic of a region. In the context of tourism, James J. Spillane emphasizes that local culture becomes a tourism product that relies on local uniqueness to provide an authentic experience for tourists (Salmin dan Jasman, 2023). Furthermore, other local culture theories view local culture as a complex and dynamic social and communicative system, forming a kind of self-organization (autopoiesis) within a society (Sulistyowati dan Surachmi, 2020).

In its development, local culture also undergoes transformation due to external influences. The theory of local cultural transformation explains how local culture adapts to outside influences while maintaining its essence. This is in line with the theory of global and local cultural integration which explains the interaction between global and local consumer cultures in the context of tourism (Cleveland, 2018). Understanding these theories of local culture is very important in developing culture-based tourism. Culture-based tourism involves four main components: cultural products, narrative products, tourism products, and destination products. The integration of these components with a deep understanding of local cultural theory can create an authentic and sustainable tourism experience, while preserving the local wisdom of an area.

B. Sustainable Tourism

The concept of sustainable tourism, introduced by Bramwell in 1993, is an environmental development approach aimed at creating long-term positive impacts for the surrounding area. This idea is rooted in the concept of sustainable development proposed by the World Commission on Environment and Development (WCED) in 1987. Subsequently, the World Tourism Organization (UNWTO) adopted and developed this concept, defining sustainable tourism as a form of tourism that considers three main aspects: preservation of the natural environment, respect for socio-cultural values, and improvement of local community welfare. This definition emphasizes the importance of balance between tourism sector development and efforts to maintain environmental and cultural preservation, as well as ensuring sustainable economic benefits for the community (Tamrin et al., 2021). This sustainable tourism approach is becoming increasingly relevant in the context of modern tourism destination development, including in Kintamani, where the balance between economic progress, cultural preservation, and environmental protection becomes the key to long-term success.

4. RESULTS AND DISCUSSION

The integration of local culture with modern design in tourism facilities in Kintamani is an approach aimed at creating a unique and sustainable tourism experience. Below is an explanation of the forms of this integration and its relation to sustainable tourism:

Forms of Integration of Local Culture with Modern Design
The integration of local culture with modern design in tourism facilities in Kintamani involves several main approaches:

a) Neo-Vernacular Architecture

Neo-Vernacular Architecture is a design approach that integrates elements of traditional vernacular architecture with modern architecture (Goldra & Prayogi, 2021). In Kintamani, this approach is evident in various tourist accommodation facilities that successfully blend distinctive Balinese architectural features with modern amenities. The result is buildings that reflect the local cultural identity while offering the comfort expected by today's tourists. One example of the application of neo-vernacular architecture in Kintamani is Alam Caldera Glamping. This facility leverages the natural beauty of its surroundings, particularly the stunning views of Mount Batur and Lake Batur, as a breathtaking backdrop. The design merges traditional Balinese structures with modern touches, creating an authentic atmosphere complemented by contemporary comforts. This approach not only provides a unique lodging experience for tourists but also helps preserve the local architectural heritage while meeting the demands of modern tourism. Thus, neo-vernacular architecture plays a crucial role in developing sustainable tourism in Kintamani, bridging the gap between cultural preservation and design innovation.

Figure 1. Neo-Vernacular Architecture in Tourist Facilities in Kintamani
Source: https://www.tripadvisor.com

b) Glamping Acommodations

Glamping accommodations in Kintamani serve as an innovative example of blending local culture with contemporary design. The concept of sense of place is applied to create a unique overnight experience, combining elements of traditional architecture with modern comforts. These facilities are designed to provide tourists with an authentic experience that harmonizes with the surrounding natural environment. A notable example is Lake Garden Bali, which offers glamping accommodations with spectacular views of Mount Batur and Lake Batur. This facility integrates local design elements with modern amenities, creating a luxurious atmosphere while maintaining a connection to the local nature and culture. This approach not only enhances Kintamani's tourism appeal but also supports sustainable tourism principles by minimizing environmental impact and respecting local cultural heritage.

c) Edu-Tourism Coffee Facilities

The coffee edutourism facility in Kintamani is another example of the integration of local culture with modern design. This project is designed to introduce and educate tourists about the coffee processing process, which is one of the local identities and wisdom of Kintamani. The building design utilizes the potential of the surrounding natural environment with a sustainable design approach, combining the concept of "Back to Nature with Modern Living". This facility includes a coffee history gallery, coffee processing room, workshop room, café, and villas, all of which are designed

to represent the values of Balinese local wisdom while still meeting the modern needs of tourists.

Figure 2. Coffee Facilities in Kintamani
Source: https://www.tripadvisor.com

d) Architectural Elements

Architecture can be viewed from various aspects, including architectural style, building materials, and building ornaments. The use of natural materials such as wood, bamboo, stone, and grass is a characteristic of vernacular architecture in Kintamani. These materials are chosen because they can be adapted to the surrounding environment and have high aesthetic value. Although using traditional materials, modern designs in Kintamani can also employ modern materials like steel, glass, and synthetic materials that are environmentally friendly. The use of modern materials can enhance the comfort and safety of tourists without losing the uniqueness of local culture. Architectural elements representing local culture and modern design in tourist facilities in Kintamani can create a harmonious, sustainable, and culturally unique tourism environment.

Figure 3. Use of Natural Materials in Architectural Elements
Source: https://www.tripadvisor.com

Sustainable Tourism Approach

The integration of local culture with modern design has a positive impact on the development of sustainable tourism in Kintamani, which is outlined in the following points:

a. Cultural Heritage Preservation

This approach aids in preserving and promoting the architectural and cultural heritage of Bali. By incorporating traditional elements into modern design, tourist facilities in Kintamani not only attract visitors but also maintain the authenticity of the local culture. This is crucial to ensure that Bali's cultural heritage remains vibrant and appreciated by future generations.

b. Enhancing Destination Competitiveness

This approach creates unique tourist attractions, increasing visitor interest and Kintamani's competitiveness as a tourist destination. Tourists seek authentic and distinctive experiences, and the integration of local culture with modern design meets this need by offering something that cannot be found elsewhere.

c. Community Empowerment

The development of culture-based tourism involves local communities in planning and management, enhancing their economic well-being. Active participation of local

communities in tourism projects ensures that the economic benefits of tourism are distributed equitably and support community development.

d. Environmental Conservation

Modern designs integrated with local culture often apply green architecture principles, supporting the conservation of Kintamani's natural environment. For instance, the use of local materials and designs that utilize natural ventilation and lighting helps reduce the environmental impact of tourism development.

e. Authentic Tourist Experience

This integration creates a deeper and more meaningful tourist experience, enhancing their satisfaction and loyalty. Tourists who feel an emotional connection to the destination are more likely to return and recommend the place to others, thereby supporting the sustainability of tourism.

Thus, the integration of local culture with modern design in Kintamani not only enhances tourism appeal but also supports the principles of sustainable tourism by considering economic, socio-cultural, and environmental aspects.

5. CONCLUSION

The research findings demonstrate that integrating local culture with modern design is an effective and sustainable strategy for tourism development in Kintamani. This approach has proven to not only enhance the destination's appeal but also play a crucial role in preserving local cultural heritage and the natural environment. Kintamani has successfully created a distinctive and authentic tourism experience through the implementation of neo-vernacular architecture, the development of edu-tourism facilities, and the concept of glamping accommodations. This integration has also positively impacted the empowerment and economic well-being of the local community. Nevertheless, the research also uncovered several challenges, such as the need to increase community involvement in tourism planning and the importance of maintaining a balance between modernization and the preservation of traditional values. To address the challenges that may arise in the implementation of this model, a more in-depth SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is needed to identify the potential and threats in Kintamani. Additionally, intensive collaboration with the local community is necessary to ensure that tourism development does not disrupt the social and cultural life of the local community.

Overall, this approach offers a tourism development model that not only enhances Kintamani's competitiveness as a tourist destination but also ensures sustainability in economic, socio-cultural, and environmental aspects. These findings can serve as valuable references for developing similar tourist destinations in other areas, while still considering the unique local contexts of each region. Future research scope can include further analysis of the social-cultural and environmental impacts of tourism development, as well as the development of more specific strategies to increase local community involvement in the tourism industry.

REFERENCE

Angelini, L., Borlizzi, D., Carlucci, A., Ciardella, G., Destefanis, A., Governale, G., Morfini, I. 2021. Cultural tourism development and the impact on local communities: A case study from the South of Italy. *Cern IdeaSquare J. Exp. Innov.* 4, 19–24. Available form URL: https://doi.org/10.23726/cij.2020.1054

Cleveland, M. 2018. Acculturation to the global consumer culture: Ten years after and agenda for the next decade. *J. Glob. Sch. Mark. Sci. Bridg. Asia World* 28, 257–271. Available form URL: https://doi.org/10.1080/21639159.2018.1466656

Dwijendra, N. K. A., Putra, I. D. G. A. D., Parwata, I. W., Wiwin, I. W., & Adnyana, I. I. B. P. (2022). Protecting the Natural Environment and Socio-Cultural Through Tourism Village Design Innovations in Bangli , Bali , Indonesia. Revue Europeenne d Etudes European Journal Of Military Studies, 12.

Empuadji, K. P. S., Ridjal, A. M., & Amiuza, C. B. (2015). Konsepsi Pola Tata Ruang Pemukiman Masyarakat Tradisional pada Hotel Resort di Toyabungkah Kintamani. Jurnal Mahasiswa Jurusan Arsitektur Universitas Brawijaya.

Ganiasih, N. N. T. (2023). Penerapan Arsitektur Modern pada Bangunan Pahdi Specialty Coffee di Kintamani Bali. Jurnal Wastuloka, 1(2), 51–58.

Goldra, G., & Prayogi, L. (2021). Konsep Arsitektur Neo Vernakular pada Bandar Udara Soekarno Hatta dan Bandar Udara Juanda. *Jurnal Linears*, *4*(1). https://doi.org/10.26618/j-linears.v4i1.5190

Henderson, R. M., & Clark, K. B. (1990). Architectural Innovation: The Reconfiguration of Existing Product Technologies and the Failure of Established Firms. Administrative Science Quarterly, 35(1). https://doi.org/10.2307/2393549

Heryati, H., Nico Abdul, N. 2014. Kearifan Lokal Pada Arsitektur Vernakular Gorontalo: Tinjauan Pada Aspek Budaya dan Nilai-nilai Islam. *El-HARAKAH (Terakreditasi)* 16, 151. Available form URL: https://doi.org/10.18860/el.v16i2.2774

Hodinata, E., Kusumowidagdo, A., & Wardhani, D. K. (2018). Perancangan Interior Hocoop (Coffee and Eatery) Dengan Tema Manual Brewing With Natural Style. KREASI, 2(2). https://doi.org/10.37715/kreasi.v2i2.523

Juniarta, P. P., Wardana, M. A., & Saputra, K. W. A. (2022). Persepsi Wisatawan Milenial Terhadap Akomodasi Glamping di Kawasan Kintamani. *Jurnal Ilmiah Pariwisata*, *27*(2).

Lestari, A. P. U. P., Adnyanegara, I. G. B., & Putra, I. K. W. P. (2021). Perancangan Hotel Wisata Alam di Kabupaten Bangli. *Jurnal Teknik Gradien*, *13*(1). https://doi.org/10.47329/teknikgradien.v13i1.745

Nazir, M. 2014. *Metode Penelitian*. Ghalia Indonesia, Bogor.

Pamularsih, T. R. (2020). Strategi Pengembangan Potensi Wisata Alam di Desa Abangsongan, Kintamani, Kabupaten Bangli, Bali. *JSHP: Jurnal Sosial Humaniora Dan Pendidikan*, *5*(1). https://doi.org/10.32487/jshp.v5i1.988

Permatasari, I. (2022). Peran Model Pengembangan Pariwisata Berbasis Masyarakat (Community Based Tourism) Dalam Mewujudkan Pariwisata Berkelanjutan (Sustainable Tourism) di Bali. *KERTHA WICAKSANA*, *16*(2). https://doi.org/10.22225/kw.16.2.2022.164-171

Putra, I.K.D.P., Sugihantara, I.K., Sastrawan, I.W.W. 2023. Penerapan Konsep Sense Of Place Pada Akomodasi Glamping Di Kintamani. *Undagi J. Ilm. Jur. Arsit. Univ. Warmadewa* 11. Available form URL: https://doi.org/10.22225/undagi.11.2.7031.279-286

Saidi, A.W., Putu, N., Suma, A., Prayoga, K.A. 2019. Penerapan Tema Neo Vernakular pada Wajah Bangunan Gedung Utama Dewan Perwakilan Rakyat Daerah Provinsi Bali. *Gradien* 11, 136–145.

Salmin, Jasman. 2023. Implementasi Nilai-Nilai Kearifan Lokal Dalam Pengembangan Pariwisata Budaya Di Kabupaten Bima. *J. Ilmu Adm. Negara* 19, 80–90. Available form URL: https://doi.org/10.59050/jian.v19i1.132

Saputra, A.D. 2020. Penerapan Arsitektur Tradisional Bali pada Perancangan Teater Kesenian Kontemporer di Badung. *Arsitektura* 18, 227. Available form URL: https://doi.org/10.20961/arst.v18i2.42994

Sugiyono. 2019. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alphabet, Bandung.

Sulistyowati, T., Surachmi, S.W. 2020. Introducing Local Wisdom Through Narrative: Teaching English in Higher Education. *Indones. EFL J.* 6, 81. Available form URL: https://doi.org/10.25134/ieflj.v6i1.2641

Swabawa, A. P., & Susanto, B. (2015). Pengembangan Pariwisata Kawasan Kintamani. *Soshum Jurnal Sosial Dan Humaniora*, *5*(2).

Swariwyanyani, A. A. D., Paturusi, S. A., & Widiastuti, W. (2022). Strategi Pengembangan Desa Wisata Catur, Kintamani-Bangli Pada Masa Pandemi Covid-19. *Jurnal Master Pariwisata (JUMPA)*. https://doi.org/10.24843/jumpa.2022.v08.i02.p11

Tamrin, I., Tahir, R., Suryadana, M.L., Sahabudin, A. 2021. Dari Sejarah Menuju Pengembangan Pariwisata Berkelanjutan: Studi Kasus Kampung Wisata Pancer. *J. Master Pariwisata*. Available form URL: https://doi.org/10.24843/jumpa.2021.v08.i01.p08

Tou, H. julianti, Melinda Noer, & Sari Lenggogeni. (2021). Pengembangan Desa Wisata yang Berkearifan Lokal Sebagai Bentuk Pembangunan Pariwisata Berkelanjutan. *JURNAL REKAYASA*, *10*(2). https://doi.org/10.37037/jrftsp.v10i2.63

Widiati, I. A. P., & Permatasari, I. (2022). Strategi Pengembangan Pariwisata Berkelanjutan (Sustainable Tourism Development) Berbasis Lingkungan Pada Fasilitas Penunjang Pariwisata di Kabupaten Badung. *KERTHA WICAKSANA*, *16*(1).