

## Penglipuran village's cultural traditions and local wisdom shaping a distinctive, sustainable tourist destination in highland Bali

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**Abstract** - Penglipuran Village, located in Bali, has become one of the famous tourist destinations thanks to its uniqueness in maintaining traditional culture and architecture. The purpose of writing this paper is to dig deeper into the attractiveness of Penglipuran Village as a tourist destination, as well as to understand the factors that make it special compared to other tourist villages in Bali. The research methods used in this paper include literature studies from various sources, such as scientific articles, tourism journals, and official websites that examine the development of Penglipuran Village as a tourist destination. In addition, data is also collected through observation and analysis of tourist visit reports. The discussion in this paper includes the history and development of Penglipuran Village, village management in maintaining cultural preservation, and the impact of tourism on the local community. The analysis shows that the uniqueness of traditional architecture, clean environment, and strong traditional values are the main attractions that maintain the popularity of this village as an authentic tourist destination. The conclusion of this paper is that Penglipuran Village has succeeded in combining tourism with the preservation of local culture, so that it becomes a model that is worthy of imitation in the development of other tourist villages in Indonesia. The preservation of tradition and the commitment of the local community in maintaining the beauty of the village is the key to the success of this village as a leading tourist destination.

**Keywords:** Penglipuran village of Bali, traditional architecture, Balinese culture, local traditions, cultural preservation

### 1. Introduction

Tourism plays a vital role in the economic development of Indonesia, with Bali standing as the most prominent icon of tourism in the country. Known as the *Island of the Gods*, Bali offers an unparalleled combination of natural beauty, rich cultural heritage, and artistic traditions. The island's tourism sector is centred around a variety of destinations, ranging from pristine beaches to ancient temples. Among these destinations is Penglipuran Village, located in Bangli District, a cultural gem in Bali.



Penglipuran Village is distinguished by its ability to maintain a unique balance between preserving traditional Balinese values and adapting to the needs of modern tourism. As a traditional village, it stands out for its cultural authenticity, unique architecture, and environmentally conscious approach to tourism. The village has garnered international recognition for its successful efforts in preserving its cultural heritage, earning numerous awards that highlight its commitment to sustainable tourism practices. This makes Penglipuran Village a model of how traditional villages can maintain their cultural integrity while engaging in tourism.

Penglipuran's unique appeal stems from its pristine environment, orderly layout, and community's adherence to local customs. The village features traditional Balinese architecture, where each household follows a standardized design passed down for generations. The homes in Penglipuran are constructed with natural materials like bamboo and wood, seamlessly blending with the village's surrounding bamboo forest. The village's design also places emphasis on environmental sustainability, with strict regulations governing cleanliness and waste management.

Additionally, one of the standout features of Penglipuran is its prohibition on motorized vehicles. This restriction contributes to the peaceful, pollution-free atmosphere, which has become an important draw for tourists seeking an escape from the fast-paced modern world. The village's commitment to preserving its cultural practices, such as ceremonial rituals, traditional farming, and communal activities, makes it an exceptional example of cultural tourism in Bali.

As traditional villages across Indonesia face the challenges of urbanization and the pressures of commercialization, Penglipuran Village has managed to retain its authenticity. The global tourism industry often imposes pressures on cultural destinations to commercialize, which can result in the erosion of local traditions. However, Penglipuran has managed to adapt without sacrificing its identity. This delicate balance between tourism development and cultural preservation has made the village a subject of academic and professional interest.

The study of Penglipuran Village is significant because it provides insights into how traditional communities can engage in tourism while safeguarding their cultural and environmental integrity. With rapid globalization and modernization sweeping across many tourist destinations, exploring the strategies that Penglipuran employs to resist these pressures is crucial. The village serves as a valuable case study for both academics and practitioners in the fields of tourism, cultural preservation, and sustainable development.

The importance of studying Penglipuran Village lies in its role as an exemplar of sustainable cultural tourism. As global tourism trends continue to evolve, the need for sustainable development practices has become more pronounced. One of the critical challenges facing tourism destinations worldwide is the preservation of cultural heritage in the face of mass tourism. In Bali, this issue is particularly relevant, as the island's rapid development has led to concerns about the loss of traditional practices and environmental degradation.

Penglipuran's success in maintaining a balance between tourism and cultural preservation offers valuable lessons for other communities. By examining Penglipuran, researchers can gain a deeper understanding of how traditional values can coexist with modern tourism practices. This understanding can inform the development of policies and strategies that prioritize cultural integrity and sustainability. Furthermore, the preservation of local culture is essential not only for maintaining a community's identity but also for enriching global cultural diversity. As more tourists seek authentic experiences that connect them to local traditions, destinations like Penglipuran are becoming increasingly valuable. This study contributes to the growing body of knowledge on sustainable tourism and cultural preservation, which is vital for the future of tourism in Indonesia and globally.

This study is guided by several theoretical frameworks that provide a lens through which to examine the dynamics of tourism, culture, and development. The concept of sustainable tourism will be central to understanding how Penglipuran Village has navigated the challenges of tourism development while preserving its cultural heritage.

(1) Sustainable Tourism Development Theory: Defined by the United Nations World Tourism Organization (UNWTO), sustainable tourism development emphasizes the need for tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. The theory advocates for balancing economic growth with the preservation of the environment and cultural identity. Penglipuran's commitment to sustainable tourism through



environmental protection, community involvement, and cultural preservation aligns well with this theory.

(2) Cultural Sustainability and Heritage Conservation: Cultural sustainability involves maintaining cultural heritage, practices, and traditions in the face of modernization. This theory focuses on the continuity of cultural practices within a community, ensuring that tourism development does not erode local traditions. In Penglipuran Village, the preservation of traditional architecture, rituals, and local governance systems serves as an embodiment of cultural sustainability.

(3) Community-Based Tourism (CBT): This framework emphasizes the importance of local communities in managing and benefiting from tourism. It advocates for tourism that involves community members in decision-making processes and ensures that the benefits of tourism are distributed equitably within the community. Penglipuran Village's approach to tourism development, which is rooted in local customs and collective participation, fits well within this framework.

(4) Tourism and Globalization: As tourism becomes increasingly globalized, local destinations must navigate the pressures of international tourism demand. Globalization can lead to cultural homogenization, where unique cultural identities are diluted. Penglipuran's ability to maintain its unique identity despite global tourism pressures will be explored through this theoretical lens.

The spatial arrangement and daily life in Penglipuran are deeply influenced by Balinese philosophy, especially Tri Hita Karana, which emphasizes harmony between people, nature, and the divine. Customary laws (*awig-awig*) and community-based management have been effective in maintaining traditional architecture, rituals, and environmental conservation, particularly the bamboo forest, which is both a cultural and ecological asset. However, the increasing influx of tourists and the commercialization of culture risk diluting authentic practices and shifting community priorities, requiring continuous adaptation and vigilance to avoid cultural commodification (Gede & Pradana, 2022; Astara et al., 2024; Budiarta et al., 2024).

Tourism has brought significant economic benefits, improving local livelihoods and infrastructure. The creative economy, supported by local crafts and festivals, has become a vital part of Penglipuran's identity. Yet, the economic focus can sometimes overshadow cultural values, and there are concerns about equitable benefit distribution and the sustainability of tourism-driven growth (Lihastuti et al., 2025; Prihantara et al., 2025).

During the pandemic, digital strategies were crucial for promoting Penglipuran, helping to maintain tourist interest and support local businesses. While digitalization offers new opportunities, it also introduces external influences that may challenge traditional norms and community cohesion (Putra et al., 2025).

The management of customary land and the evolving role of government and local institutions remain contentious. Legal ambiguities and new regulations sometimes create friction between traditional authorities and modern tourism enterprises, highlighting the need for clear, culturally sensitive governance frameworks (Astara et al., 2024). Penglipuran village exemplifies the complex interplay between cultural preservation and tourism development. Its continued success depends on adaptive management, community empowerment, and a commitment to safeguarding local wisdom amid external pressures.

This paper aims to address several key research problems related to Penglipuran Village as a tourist destination: (1) What factors contribute to the uniqueness and attractiveness of Penglipuran Village as a tourist destination? The first research problem focuses on identifying the key elements that make Penglipuran stand out among other Balinese tourist villages. These factors include its architectural style, spatial planning, community customs, environmental sustainability practices, and overall authenticity. (2) How has Penglipuran Village maintained its cultural authenticity in the face of modern tourism development? The second research problem investigates the strategies that Penglipuran Village employs to retain its cultural identity while accommodating the influx of tourists. This includes understanding the role of local governance, community participation, and policies such as the prohibition of motorized vehicles. (3) What are the social, cultural, and economic impacts of tourism on the local community in Penglipuran Village? The final research problem examines both the positive and negative effects of tourism on the people of Penglipuran. Positive impacts might include economic benefits and increased cultural pride, while negative impacts could involve the commercialization of traditions and the disruption of community life.



## 2. Method

### 2.1 Research Design

This study adopts a qualitative research design, employing descriptive analysis to understand the phenomenon of tourism in Penglipuran Village. The primary objective is to explore how the village maintains its uniqueness and authenticity amidst the pressures of growing tourism flows. A qualitative approach is particularly suitable for this research, as it allows for a deeper understanding of the cultural dynamics within the village and provides insights into the perspectives of both local communities and tourists. This approach prioritizes rich, contextual data over numerical analysis, enabling the researcher to capture the nuances of cultural preservation and tourism development in a complex setting like Penglipuran.

### 2.2 Method of Data Collection

The data for this research is gathered using a combination of secondary data collection methods, including literature studies, media sources, and indirect observations. These methods provide comprehensive insights into the cultural, social, and economic aspects of Penglipuran Village.

(1) Literature Studies: A literature review is conducted to examine academic articles, scientific journals, and tourism reports related to cultural tourism, heritage preservation, and tourism village management in Indonesia. Key references include studies on sustainable tourism and the challenges of maintaining local culture amid tourism development. The literature study also incorporates reports from the Bali Tourism Office and the Central Statistics Agency (BPS), which provide quantitative data on tourist visits, demographic trends, and the economic impact of tourism in Penglipuran. This secondary data helps build a foundational understanding of the broader context in which Penglipuran operates.

(2) Media and Online Resources: Online media sources such as news articles, blogs, and user reviews from travel platforms like TripAdvisor are used to capture first-hand tourist experiences and perceptions of Penglipuran Village. These sources provide valuable insights into how the village is received by visitors, highlighting aspects such as the atmosphere, community interactions, and the quality of tourism experiences. Additionally, online resources give access to recent developments in the village, showcasing how it is promoted in the global tourism market.

(3) Indirect Observation: Indirect observation is employed by analyzing visual content such as videos, photos, and virtual tours of Penglipuran Village available on online platforms. This method helps the researcher gather information about the village's spatial layout, architectural style, and tourist activities. Through these indirect observations, the researcher can study the village's governance structure, the preservation of its traditional houses, and the role of community participation in maintaining cultural practices, without the need for direct field visits.

### 2.3 Data Analysis

Once the data is collected, it undergoes qualitative descriptive analysis, which involves organizing, interpreting, and synthesizing the data to address the research questions. The data analysis process follows several key stages:

(1) Data Clustering: The collected data is first categorized into relevant themes, such as cultural uniqueness, architectural design, and social-economic impacts of tourism. Grouping the data in this way makes it easier to identify patterns and organize the analysis around key topics that are essential to the study.

(2) Thematic Analysis: Thematic analysis is then applied to identify recurring themes and patterns across the data. This method helps uncover the factors that contribute to Penglipuran's cultural preservation, how the village adapts to tourist expectations, and how interactions between the local community and tourists influence the village's development. This analysis is informed by theoretical concepts such as sustainable tourism and cultural heritage conservation.

(3) Data Interpretation: After thematic analysis, the data is interpreted to explore the relationship between Penglipuran's tourist attractiveness and its cultural preservation efforts. The findings are linked to theoretical frameworks on sustainable tourism and community-based tourism to understand how cultural values are maintained despite growing tourism demands. The interpretation also explores the challenges and strategies employed by the village to maintain a balance between tourism development and cultural preservation.



(4) Conclusion Preparation: Based on the data interpretation, the study concludes by addressing the research questions. It also offers recommendations for best practices in the management of tourism villages, emphasizing how to maintain cultural integrity while promoting tourism. The conclusions draw upon the findings to propose actionable insights for managing tourism sustainably in other cultural villages across Bali and Indonesia.

### 3. Results And Discussion

#### 3.1 Results

Penglipuran Village stands out as one of the most unique cultural tourist destinations in Bali, primarily due to its combination of traditional spatial planning, architecture, cultural values, and the natural environment. These unique factors collectively contribute to its status as a cultural tourism model for Bali and Indonesia. Visitors are drawn not only by the village's striking aesthetic appeal but also by the depth of tradition that is embedded in its layout and customs. The following factors contribute to the village's distinctive appeal:

##### 3.1.1 The Uniqueness of Spatial Planning and Traditional Architecture

Penglipuran Village in Bali stands as a remarkable example of how traditional spatial planning and architecture can be preserved and integrated into modern tourism, creating a living cultural landscape that attracts both domestic and international visitors. The village's layout and building styles are not merely aesthetic choices but are deeply rooted in Balinese cosmology, environmental sustainability, and community values.

The spatial organization of Penglipuran Village is fundamentally shaped by the Tri Mandala principle, a core tenet of Balinese cosmology that divides space into three hierarchical zones: utama mandala (sacred), madya mandala (middle), and nista mandala (profane or lower). At the highest point of the village lies the utama mandala, where the Penataran Temple is located, serving as the spiritual center for religious ceremonies and community gatherings. The madya mandala, or the central area, is where the villagers' homes are situated, reflecting the everyday life and social interactions of the community. The nista mandala, at the lowest elevation, traditionally houses the cemetery, symbolizing the return to the earth and the cyclical nature of life and death (Gede & Pradana, 2022; Budiarta et al., 2024).

This tripartite division is not arbitrary; it reflects the Balinese worldview that emphasizes harmony between humans, nature, and the divine. The orientation and zoning of the village are meticulously planned to align with sacred directions and cosmological beliefs, ensuring that every aspect of daily life is imbued with spiritual significance. The strict adherence to the Tri Mandala concept also fosters a sense of order, discipline, and collective identity among the villagers, distinguishing Penglipuran from other Balinese settlements (Gede & Pradana, 2022; Budiarta et al., 2024).

The architectural style of Penglipuran Village is characterized by remarkable uniformity and adherence to traditional Balinese design principles. Every house in the village follows a standardized layout, with a series of pavilions (bale) arranged around a central courtyard. The entrance to each compound is marked by a distinctive angkul-angkul (traditional Balinese gate), which not only serves as a physical boundary but also as a symbolic threshold between the outer world and the sacred space of the home (Gede & Pradana, 2022).

Building materials are sourced locally, with bamboo, natural stones, and thatched alang-alang grass roofs being the most common. The use of bamboo is particularly significant, as it is both abundant in the surrounding forests and highly sustainable. Bamboo structures are lightweight, flexible, and resistant to earthquakes, making them well-suited to the local environment. The reliance on natural materials ensures that the houses blend seamlessly into the landscape, minimizing environmental impact and reinforcing the villagers' connection to their surroundings (Astara et al., 2024; Budiarta et al., 2024).

The uniformity in architectural design is not merely a matter of tradition but is actively enforced by customary law (awig-awig). Any modifications or new constructions must adhere to established guidelines, preserving the visual harmony and cultural integrity of the village. This collective commitment to architectural uniformity sets Penglipuran apart from other tourist destinations, where rapid development often leads to the erosion of traditional aesthetics (Gede & Pradana, 2022; Astara et al., 2024).



Penglipuran's spatial planning and architecture are inseparable from its cultural practices and environmental stewardship. The village is renowned for its cleanliness, orderliness, and commitment to sustainability, earning it recognition as one of the cleanest villages in the world. Waste management is strictly regulated, and the community actively participates in maintaining public spaces and natural resources, particularly the bamboo forest that surrounds the village (Astara et al., 2024).

Tourism development in Penglipuran has been carefully managed to ensure that it supports, rather than undermines, traditional values. The village operates as a community-based tourism destination, with profits from entrance fees and cultural performances reinvested into local infrastructure, education, and cultural preservation. Visitors are encouraged to respect local customs, participate in traditional ceremonies, and learn about the village's unique way of life, fostering cross-cultural understanding and appreciation (Gede & Pradana, 2022; Adi et al., 2017).

Travelers frequently describe Penglipuran as a "cultural paradise," noting the authenticity and tranquility that pervade the village. Reviews highlight the immersive experience of walking through orderly streets lined with traditional houses, observing daily rituals, and engaging with friendly locals who are eager to share their heritage. The absence of modern commercial signage, motor vehicles, and intrusive development enhances the sense of stepping back in time, offering a stark contrast to the bustling tourist hubs elsewhere in Bali (Putra et al., 2025).

The village's commitment to preserving its spatial and architectural heritage has garnered international acclaim, including awards for cleanliness and sustainable tourism. This recognition has further motivated the community to uphold its traditions, demonstrating that cultural preservation and tourism can be mutually reinforcing when managed thoughtfully (Astara et al., 2024; Adi et al., 2017).

Despite its successes, Penglipuran faces ongoing challenges in balancing tradition with the demands of modern tourism. The influx of visitors brings economic benefits but also risks commodifying culture and straining local resources. Maintaining the integrity of spatial planning and architecture requires constant vigilance, community engagement, and adaptive management to address emerging pressures and opportunities (Gede & Pradana, 2022; Astara et al., 2024).

The uniqueness of Penglipuran Village lies in its holistic approach to spatial planning and traditional architecture, rooted in Balinese cosmology and sustained by strong community governance. Its success as a tourist destination demonstrates the enduring value of cultural heritage in a rapidly changing world.

### **3.1.2 Social and Cultural Values Maintained through Awig-Awig**

Awig-awig, the customary law of Penglipuran Village, is central to the preservation of its social and cultural values. These rules, both written and unwritten, regulate daily life, social relations, environmental management, and the village's response to modernization, ensuring the community's authenticity and resilience.

Awig-awig in Penglipuran governs a wide range of behaviours, from prohibiting motorized vehicles in the village core to banning polygamy, thereby fostering a peaceful, pollution-free, and harmonious environment. These rules are not arbitrary; they are rooted in local wisdom and the Tri Hita Karana philosophy, which emphasizes harmony between humans, nature, and the divine. The prohibition of polygamy, for example, is designed to maintain social harmony and prevent familial discord, reflecting the community's commitment to upholding traditional norms and values (Januariawan, 2021; Uthami & Gorda, 2021).

The effectiveness of awig-awig lies in its strong enforcement mechanisms and the community's collective commitment. Violations are met with a range of sanctions, from social reprimands and fines to, in severe cases, expulsion from the village. The process is participatory, with rules formulated and revised through customary meetings (*sangkep*), ensuring that all members have a voice and that the regulations remain relevant and accepted (Mahardika et al., 2021; Uthami & Gorda, 2021). The psychological burden of shame (*kimud*) and the risk of social stigma further reinforce compliance, making the rules highly effective even when unwritten (Sukadana et al., 2024).

Awig-awig is dynamic, adapting to societal changes while maintaining its core values. For instance, environmental regulations within awig-awig have evolved to address modern challenges, such as waste management and forest conservation, aligning with state laws and global sustainability goals (Mahardika et al., 2021; Januariawan, 2021). This adaptability ensures that Penglipuran's



traditions are not static relics but living practices that support both cultural resilience and sustainable tourism.

Tourists and researchers consistently praise Penglipuran's ability to maintain its cultural identity amid globalization. The visible enforcement of awig-awig—such as the absence of vehicles and the preservation of traditional ceremonies—creates an authentic atmosphere that distinguishes the village as a model of sustainable cultural tourism (Uthami & Gorda, 2021; Mahardika et al., 2021).

Awig-awig serves as the backbone of Penglipuran's social and cultural life, ensuring harmony, sustainability, and authenticity. Its dynamic, community-driven nature allows the village to adapt to modern pressures while preserving its unique identity.

### 3.1.3 The Existence of Bamboo Forest as a Natural Tourism Icon

The bamboo forest surrounding Penglipuran Village is a defining natural feature and a central pillar of the village's sustainable tourism and environmental management. Spanning 45 hectares—about 40% of the village's land—this forest is deeply woven into Penglipuran's identity, providing ecological, cultural, and economic benefits that set it apart from other destinations in Bali.

The bamboo forest acts as a vital environmental buffer, serving as a water catchment area that supports the village's water supply and helps regulate the local microclimate. Its dense root systems prevent soil erosion, stabilize slopes, and enhance soil fertility, contributing to the region's ecological health. The forest also plays a significant role in carbon sequestration, with studies showing substantial biomass and carbon storage capacity, making it an important asset in climate change mitigation efforts (Putra et al., 2025; Muliawan et al., 2023; Sujarwo, 2016). The community's traditional wisdom, codified in local regulations (awig-awig), strictly prohibits indiscriminate bamboo harvesting, ensuring the forest's sustainability for future generations (Mahardika et al., 2021; Laksmi et al., 2019).

Unlike many villages that focus solely on cultural tourism, Penglipuran has successfully integrated its natural assets into the tourism experience. The bamboo forest is developed as an ecotourism attraction, featuring bamboo pathways, cultural performance spaces, and local markets that showcase bamboo crafts and products. This approach disperses visitor concentration, reduces pressure on the village core, and enhances the overall tourist experience by immersing visitors in a tranquil, natural setting (Putra et al., 2025; Muliawan et al., 2023; Ningrum et al., 2018). Community participation is central to forest management, with local residents involved in planning, maintenance, and benefit-sharing, ensuring that tourism development aligns with environmental and cultural values (Putra et al. 2025; Mahardika et al., 2021; Rachmawati & Fitriyani, 2024).

Table 1: Ecological, economic, and cultural roles of Penglipuran's bamboo forest

Feature	Description & Impact
Water catchment & soil health	Supports water supply, prevents erosion, and maintains soil fertility
Biodiversity	Home to 13 bamboo species and diverse flora and fauna
Carbon storage	Significant carbon sequestration, aiding climate mitigation
Ecotourism infrastructure	Bamboo trails, performance spaces, and markets enhance visitor experience
Community empowerment	Local involvement in management and economic benefits
Cultural preservation	Bamboo used in traditional architecture and ceremonies

Penglipuran's bamboo forest has garnered national and international recognition for its role in environmental conservation and sustainable tourism, including awards for cleanliness and community-based management (Ningrum et al., 2018; Wicaksana, 2022; Adi et al., 2017). The forest's preservation is underpinned by a blend of local wisdom, legal frameworks, and active government support, ensuring that tourism growth does not compromise ecological integrity (Adi et al., 2017; Mahardika et al., 2021). However, challenges such as funding limitations and the threat of forest degradation require ongoing vigilance and adaptive management (Muliawan et al., 2023; Rosalina et al., 2024).

The bamboo forest of Penglipuran Village exemplifies how natural resources can be sustainably managed to support both environmental health and tourism. Its integration into the



village's cultural and economic life not only enhances the visitor experience but also secures the long-term well-being of the community and its environment.

### 3.2 Discussion

In the face of growing tourism pressures and increasing economic demands, Penglipuran Village has successfully preserved its authenticity through various strategic approaches. These strategies emphasize cultural preservation, community participation, and sustainable tourism management. The following key strategies highlight the village's success in maintaining its traditional identity: (a) Preservation through Customary Regulations (Awig-Awig), (b) Community-Based Tourism Empowering the Local Community, and (c) Collaboration with Local Governments for Sustainable Tourism Management.

The most significant strategy in maintaining Penglipuran's authenticity is the effective implementation of awig-awig. These customary rules, which are supported by the entire community, regulate not only social behaviour but also the management of tourism. For example, the prohibition of motorized vehicles in the village's central area helps preserve the tranquil, pollution-free environment. This regulation also limits the environmental degradation that often accompanies mass tourism.

Sudiarta and Nurjaya (2015) emphasize that these rules offer a sense of control to the villagers, ensuring that tourism does not overrun the local community. They also argue that the awig-awig serves as an essential tool for balancing development with cultural preservation. Tourists who visit Penglipuran are often impressed by the village's ability to uphold these traditions, even as they cater to an influx of visitors.

Penglipuran Village has adopted a community-based tourism (CBT) model, which empowers locals to play an active role in tourism activities. This approach enables the village community to directly benefit from tourism, creating an economically sustainable model. The sale of handicrafts, local produce, and the offering of homestay services allow villagers to earn additional income while simultaneously preserving their cultural heritage.

Research by Ningsih and Suryasih (2018) confirms that CBT not only boosts the local economy but also fosters a sense of ownership and responsibility among the villagers. This active participation helps to maintain the cultural and environmental assets of the village, as the community feels directly involved in the management of its resources. Tourists also appreciate the authentic, personal experiences they have when interacting with local community members, which enhances the overall appeal of the village as a cultural destination.

The success of Penglipuran Village in maintaining its authenticity is also due to the active involvement of local governments. According to a report by the Bali Tourism Office (2020), the local government supports the village by allocating funds generated from entrance fees for the maintenance of infrastructure, environmental preservation, and the implementation of customary rules. This collaboration ensures that the village has the financial resources needed to continue promoting sustainable tourism practices.

Moreover, the Bali Tourism Office works with Penglipuran to promote the village as a model for sustainable tourism development, helping to attract both domestic and international visitors. Gede and Pradana (2022) highlights that such partnerships can lead to more effective management and greater investment in cultural preservation efforts, which ultimately benefits both the community and the tourists.

The development of tourism in Penglipuran Village has brought both positive and negative impacts, which need to be carefully managed to ensure the long-term sustainability of the community and its culture. Tourism has provided a direct economic boost to the local community. According to Ristini and Andayani (2022), villagers earn income from the sale of souvenirs, guided tours, and homestay services. The influx of tourists has created stable business opportunities and improved the overall economic welfare of the community. These economic benefits have helped to support local families and sustain the village's cultural practices.

The presence of tourism has also encouraged the preservation of local culture. Villagers understand that their cultural practices are the main attraction for tourists, which motivates them to maintain their traditional ways of life. The strict enforcement of environmental cleanliness and the prohibition of motorized vehicles helps protect both the natural environment and the village's cultural



heritage. Yoeti (2002) asserts that cultural tourism plays a vital role in sustaining both cultural and environmental values.

One of the negative effects of tourism is the potential commercialization of cultural practices. Ningsih and Suryasih (2018) argue that as tourism demand increases, traditional rituals and activities risk losing their sacred significance and becoming mere attractions for tourists. This transformation can undermine the authenticity of the cultural experience and shift the villagers' perception of their own traditions, reducing them to commodities for entertainment. The interaction between tourists, particularly younger generations, and the influence of modern values have led to shifts in local lifestyles and social values. Ristini and Andayani (2022) suggest that younger villagers may become more susceptible to the modern, globalized values brought by tourists, potentially eroding traditional Balinese social norms.

Tourism has also contributed to economic inequality within the village. Those directly involved in tourism-related activities, such as homestay owners and souvenir vendors, benefit significantly from tourism, while other villagers who are less involved in the sector may not experience the same economic benefits (Putra et al., 2025). This disparity can create social tensions and undermine the unity of the village. The rising number of tourists places significant pressure on the village's waste management systems. Bali Tourism Office (2020) highlights that the increase in waste, particularly plastic, is one of the challenges the village faces. Despite efforts to maintain cleanliness, the volume of waste produced by tourists poses a growing environmental concern.

The village's economic reliance on tourism makes it vulnerable to fluctuations in the tourism sector. Yoeti (2002) points out that when communities become overly dependent on tourism, they are exposed to risks from global crises, such as natural disasters, pandemics, or economic downturns, which can disrupt the flow of visitors. The influx of tourists has sometimes disrupted the daily lives of villagers. Ristini and Andayani (2022) report that tourists, especially those unfamiliar with local customs, sometimes intrude on private spaces or sacred areas, which can create discomfort for residents. Educating tourists about local customs and boundaries is essential to minimize such disturbances.

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