

**THE ROLE OF TRADITIONAL VILLAGES IN SUPPORTING TOURISM  
INVESTMENT IN TRADITIONAL VILLAGE REGIONS IN BALI****I Wayan Wahyu Wira Udytama<sup>1</sup>, I Ketut Sukawati Lanang Putra Perbawa<sup>2</sup>,  
I Wayan Gde Wiryawan<sup>3</sup>, I Putu Lantika Oka Permadi<sup>4</sup>.**

Faculty Of Law University Of Mahasaraswati Denpasar

[wira.udytamafh@unmas.ac.id](mailto:wira.udytamafh@unmas.ac.id)**Abstract**

*Bali is Famous as a World Tourism Destination, Amid the Threat of the Prolonged Covid-19 Pandemic, Bali persists with Culture and Customs which are the Breath of Bali Tourism, Balinese Cultural Tourism cannot be separated from the existence of customs in Bali, Customs in Bali are managed well by the Village Indigenous villages headed by a Bendesa who has the task of balancing and nurturing indigenous peoples, Traditional Villages have a role to create harmony between three aspects, namely aspects of divinity, aspects of humanity and environmental aspects, these three aspects are packaged in a legal content called Awig Awig Desa Adat, In Awig Awig, it becomes a legal product for Traditional Villages in Bali, in this regulation it can accommodate tourism interests, especially tourism investment in the traditional village environment by providing space for local investments made by indigenous people, the method used is field studies by not ruling out literature. hundreds of literature related to investment, tourism and customs, so it was found that Awig Awig in Bali has flexibility in regulating matters related to investment, this can be included in the humanitarian section of the Awig Awig Traditional Village, so we recommend that the Traditional Village in Bali make adjustments to the the arrangement is to allow tourism investment to be included in the content of Awig Awig Desa Adat.*

**Keywords: Customary Law, Tourism Investment, Traditional Village****I. INTRODUCTION****I.1 Background Of The Problem**

Bali is one of the provinces in the unitary state of the republic of Indonesia, under the leadership of a governor, Bali has two government systems, namely the National

government system and the Indigenous government system, where both systems are led by their respective leaders, the national government system in Bali is led by a governor as the head of government, and the customary government system in Bali is led by

Bendesa Agung who serves as the leader of the customary government in Bali. The concept of tourism in Bali Using a cultural tourism system where culture is used as the basis for carrying out tourism activities in Bali based on the concept of Tri Hita Karana which is in principle on balance and harmony, both to the concept of divinity, humanity and the natural environment. The tourism world is currently experiencing sluggishness caused by the prolonged Covid-19 pandemic, for approximately the last two years the tourism condition in Bali has experienced a slump so that it has an impact on the economy of the people whose livelihoods depend on the tourism sector. This is due to the sluggish tourism sector during the Covid-19 pandemic.

Traditional villages in Bali as an institution of the Customary Law Community Unit in Bali have the right to regulate their territory according to the boundaries of the customary village area, with the jurisdiction of the traditional village in Bali it is very possible for the traditional village to manage investment and manage tourism in their respective regions, at this time Traditional Villages have room to

prepare for tourism and investment because the pandemic is not over yet so that there are not many tourist visits so that the Traditional Village has the opportunity to prepare everything.

This research raises the issue of How is the Role of Traditional Villages in Bali to Support Tourism Investment? and How are the Constraints of Traditional Villages in Bali Managing Traditional Village-based Tourism in Bali?

### I.2 Research Objectives

This research has an object of research on the Role of Traditional Villages in Bali Supporting Tourism Investments and Constraints of Traditional Village-based Tourism Management in Bali. It is hoped that this research will be able to formulate recommendations for renewing the tourism model in Bali without leaving the concept of cultural tourism.

### I.3 Research Method

This study uses empirical research methods based on field research with a community approach combined with legal concepts, in order to obtain legal values that live, develop and exist in society, as well as to fulfill a sense of justice in society.

## **II. DISCUSSION**

### **II.1 . The Role of Traditional Villages in Bali to Support Tourism Investment**

Talking about investment issues will never be separated from the scope of business, including tourism investment, the parties involved in investment are of course investors and the object of the investment itself, investors are people who invest in a business or business, including tourism investment, investors are not always foreign citizens, or residents outside the investment area, local people can also be investors, investment by local communities can be in the form of goods or objects, money and energy. These basic assets can be used in investments based on local wisdom in accordance with the breath of Balinese cultural tourism.

Traditional Villages in Bali are traditional institutions (villages) that have grown and developed throughout history over the centuries. Its existence has made a very valuable contribution to the survival of people's lives, the struggle for independence and development. In addition, its application is also very large in the fields of religion, social culture, autonomy and

defense and security. Normatively, as a socio-religious institution, the Traditional Village functions to carry out religious efforts, namely the relationship between humans and the Creator. Meanwhile in the field of pawongan, traditional villages have the task of managing manners or indigenous peoples. While in the field of palemahan, the Traditional Village has the responsibility to maintain the security of its territory. Empirically, the scope of these three aspects is actually quite broad. One example, in the pawongan aspect, Traditional Villages can take part in handling community diseases such as: homeless people and beggars, or even drug and alcohol problems.

On the other hand, traditional villages also have an obligation to maintain and manage the environment, the management includes land areas, waters, and airspace from traditional villages. This includes sacred areas located in traditional villages, residential areas, plantation areas, and tourism areas.

Traditional villages need to regulate clearly and clearly related to the area, including if the traditional village has a village wista program with the concept

of utilizing local resources, the use of local resources includes natural resources, human resources and energy resources from within the traditional village. the.

the use of these resources raises the role of traditional villages in supporting tourism investment efforts related to local tourism in traditional village areas.

## **II.2 . Problems faced by Traditional Villages in supporting tourism investment**

Talking about traditional village problems related to tourism investment, of course, we can first divide them into two large groups which are often referred to as internal factors and external factors, the following authors describe these factors.

### **1. Indigenous Village Internal Factors**

Talking about tourism investment based on local wisdom will certainly be closely related to the readiness and ability of the traditional village, the ability and readiness of the traditional village cannot be separated from the pattern or style of the community in the traditional village to see tourism, which in general people still see tourism as a luxury item. , only for coastal areas and cool air areas, Traditional Villages do

not yet understand how the regulatory model and how to implement local wisdom-based tourism whose management is in the Traditional Village. Arrangements related to Tourism Investment at the Traditional Village level are important because with this arrangement, both investors outside the traditional village and local investors in the traditional village have the guarantee to carry out tourism development activities based on local wisdom and do not damage the traditional pattern of life of the indigenous village community.

### **2. External Factors of Traditional Villages.**

This second factor is a factor caused by causes originating from outside the traditional village, such as the community's view that related to tourism is tourism which takes up very large agricultural land, the development of tourism accommodation such as hotels, home stays that are not integrated with the community, this is also the case. This is the reason the Traditional Village often refuses tourism to enter the village.

Regulatory arrangements that collide with each other, overlapping related to the flexibility of customary villages to

manage their activities also have a hand in this problem, the space for customary villages seems to be limited by regulations issued by the government, in which these arrangements should not overlap with each other so that customary village becomes clear to take action related to Tourism Investment in its Traditional Village.

### **III. CLOSING**

#### **III.1 Conclusion**

Traditional Villages are obliged to regulate Tourism Investment in traditional regulations owned by traditional villages in Bali known as Awig Awig Desa Adat, these arrangements can be set forth in the arrangement of regional arrangements contained in awig awig, which is referred to as sukerta tata palemahan. in order to improve the economy of indigenous village communities by way of tourism investment based on local wisdom.

Constraints faced by traditional villages in managing tourism investment are divided into two factors, internal factors and external factors, internal factors are that the traditional village is not ready to carry out tourism based on local wisdom, and external factors of

traditional villages also have a role in this obstacle such as regulations that issued by the government has not fully provided a clear picture of how traditional villages are given space to manage their territory when it is associated with tourism and the community's views related to tourism are still Using the old pattern where tourism objects must be built new, the construction of tourist accommodation must also be built new without seeing the potential that does exist in the area. in the traditional village concerned.

#### **III.2 Suggestions**

Indigenous Village Leaders Must Be Dare to take steps to regulate the existence of tourism based on local wisdom in their respective regions without having to change the life order of traditional communities that are born, grow and develop in their communities. The government from the central to the regional levels needs to give flexibility to traditional villages to regulate their respective territories and related to the tourism investment system applied to each traditional village according to local patterns, conditions and wisdom, it is hoped that the traditional village will take the right steps to foster a tourism investment climate. in their respective

regions which ends in increasing the  
number of people's welfare nationally.