
Developing Model of Special Interest Tourism Based on Acculturing Legacy of Bali-Chinese Culture

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Abstract. The development of the mass-Chinese tourist market in Bali has emerged an antithetical response among Bali's tourism stakeholders. This research aims to (a) identify the characteristics and development of the Chinese tourism market; (b) analyze the push and pull factors of Chinese tourists visiting Bali; (c) establish the special interest tourism development model based on acculturation of Balinese-Chinese culture. The research method is descriptive qualitative. The findings of this research is A Model of Historical and Cultural Tourism Landscape (HCTL). Tourism System Model can be applied to analyze tourism phenomenon that utilizes historical and cultural heritage as tourism attraction that produces cultural acculturation tourism called diplomatical tourism.

Keywords: HCTL, hexahelix, emotional attachment, place attachment.

Introduction

Mass Chinese tourist visits to Bali prior to Covid-19 have generated an antithetical response among Bali tourism stakeholders. This antithetical reaction is caused by the emergence of negative impacts from the practice of organizing tourism originating from the Chinese market share. The negative impacts of the Chinese tourism market include: (a) The image of Bali as a shopping tourism destination belonging to a Chinese travel agent network in collaboration with a Sino-Indonesian travel agent has many fraudulent motives; (b) Desacralization of the use of the state symbol (Garuda bird) is used as a guarantee of the authenticity of the products sold; (c) China's sales marketing travel agent behavior cursing tourists if they don't shop; (d) Chinese tourist arrivals increased, but regional income decreased; (e) The use of illegal foreign workers by shopping shops originating from Chinese gift shop chains (ASITA, 2018).

The concept of mass tourism is guided by the principle of demand that determines supply, considers Bali as a product that can be commodified, and promoted in accordance with market demand (Picard, 2006: 66). This concept has been criticized by Mark Hobart (2015) by stating "Bali is a Brand", and Vickers (in Darma Putra, 2017) using the semiotic "Bali A Paradise created" which connotatively means "anything can be sold as a commodity". Therefore, it is necessary to carry out a critical assessment of the application of the concept of mass tourism to solve various problems of the Chinese tourist market to Bali.

Statistical data on Chinese tourist visits to Bali in 2018 shows that out of 1,361,512 Chinese tourists visiting Bali (Disparda Bali Province, 2018) there are Free Independent Tourists (FIT) tourists. This data is supported by the results of research conducted by Sugianto in 2018 which conducting a survey of 100 Chinese tourist visits to Bali stated that, organizing trips through travel agents (package tours) was 63%, and organizing own trips (FIT) was 37% (Sugianto, 2018: 54). The existence of the FIT market segment was also confirmed by the Chinese Consul General in Denpasar who said that Chinese FIT tourists usually organize individual trips with the characteristics of visiting twice and not buying tour packages from travel agents or tour operators. They are tourists who have special interests, come from the middle to upper economic class and are educated, such as businessmen, students, and

government staff, traveling with their families (Interviews with Mr. Gou Haodong Consul General of China in Denpasar and Mr. Henry Hidayat Manager of Orisa Tour and Travel May 15, 2019).

Sugianto's research (2018: 54) and the results of an interview with the Consul General of China, break the assumption that so far, that Chinese tourists visiting Bali are mass tourists and are the first visits. Because among those who visit Bali there are tourists who organize their own trips (FIT). FIT tourists can be used as market segments by tourism stakeholders, in order to improve the quality of Chinese tourists to Bali. The results of interviews with Bali tourism stakeholders show that, so far, Chinese travel agents and tour operators have not raised the potential attraction of Balinese-Chinese cultural acculturation as alternative tourism through the development of special interest tourism models (interview with Mrs. Inge Mandarin Guide of Ekajaya Tour and Travel dated 15 May 2019).

The development of a special interest tourism model will be able to increase the variety of Balinese cultural tourism products that have been packaged by the Chinese travel agent network as a mass product. Bali is sold with shopping tour packages that force tourists to shop so that it has a negative impact on the image of the Bali destination. Tourists are not given the opportunity to fulfill their expectations of fully discovering Bali as a historical and cultural tourist destination that has cultural acculturation with China (Detik Travel, 2018).

Therefore, the objectives of this research are (a) to identify the characteristics and development of the Chinese tourism market to Bali; (b) Analyzing the push and pull factors of Chinese tourists to Bali; (c) Formulating a special interest tourism development model based on acculturation of historical traces and cultural heritage of Bali-China.

Methodology

The research method in this dissertation is descriptive qualitative which is supported by the collection of quantitative data through the distribution of questionnaires. Qualitative data were collected through in-depth interviews with stakeholders consisting of the government, businessmen, local communities, academics, media, and tourists. Data collection techniques were observation, in-depth interviews, documentation, and distributing questionnaires to 100 Chinese tourists online through google-form media.

The research locus was carried out in three places as research samples based on historical traces and cultural acculturation heritage that have been used as tourist attractions and attractions, namely (a) Ulun Danu Batur Temple with historical heritage objects in the form of Konco Chong Po Kong or Pelinggih Ratu Gede Subandar and tourist attractions in the form of an annual calendar of ceremonies, such as Ngusaba Kedasa, celebrations of Confucian and Taoist religious holidays, such as the celebration of Chinese New Year, celebration of the Dragon Boat Festival, Balingkang Kintamani Festival; (b) Bali Safari and Marine Park which carries the concept of blending artificial nature tourism with cultural tourism by raising the folklore of the love story of the marriage of the ancient Balinese king Shri Aji Jaya Pangus with the Chinese princess Kam Kim Hoe (Kang Ching Wei); (c) Carangsari Tourism Village which has a landscape of Chinese ethnic communities and traces of history and acculturation of Balinese-Chinese cultural heritage.

Result and Discussion

The characteristics of the Chinese tourism market to Bali show a life cycle starting from a developing alternative tourism market to an unsustainable mass tourism market as evidenced by the antithetical stakeholder response. Among the mass tourist visits, there is a niche market for special interest tourism based on acculturation of Balinese-Chinese culture. The development of special interest tourism niches needs to develop a model to respond to this market.

This study resulted in the HCTL (Historical and Cultural Tourism Landscape) Approach Model, which is a special interest tourism development model as an answer to the phenomenon of mass tourism of the Chinese market which gave rise to an antithetical response among Bali tourism stakeholders. The HCTL model is built by elements of the Historical Landscape; Bali-Chinese Cultural Acculturation Heritage Landscape (Cultural Acculturation Landscape) and Tourism Landscape (Tourism Landscape). This model is ontologically structured based on a critical review of Leiper's (1990) Tourism System model. The tourism system model built by Leiper (1990) is a geographical approach based on regional landscapes, so this theory is ahistorical, meaning that it cannot explain historical and cultural tourism phenomena that are bound to the dimensions of space and time.

Leiper's (1990) model is considered inadequate to explain specific tourism phenomena found in areas of origin and tourist destinations, such as the driving and pulling factors of tourist mobility based on historical traces and cultural acculturation as attractions and tourist attractions of interest. special. To overcome these weaknesses, it is necessary to add historical and cultural landscape variables to the landscape of tourist destinations that produce historical and cultural tourism landscapes. The Leiper model contributes to the elements of landscape building, namely the landscape of the tourist origin area and the landscape of the tourist destination.

To produce tourism products from the use of historical and cultural landscapes to become tourist attractions or attractions, the potential of historical and cultural landscapes needs to be selected, c by applying The Commodification of The Past theory from Ashworth (1991) as a middle range theory. The selection and commodification process involves the role of 6 stakeholder actors) consisting of the community, government, businessmen, academics, media and tourists as co-creators and co-producers to be involved in interpreting emic and ethical interpretations. Emic interpretation is carried out through a process of interpretation of intrinsic values and ethical interpretation is carried out by interpreting extrinsic values to the Balinese-Chinese historical and cultural landscape to produce heritage products. The characteristics of the acculturative Balinese-Chinese historical and cultural landscape are used as historical reasons to make historical traces and cultural heritage as special interest tourist attractions and attractions.



Figure 1. Bali-Chinese Architecture

The process of selection and interpretation of intrinsic values from the Balinese-Chinese historical and cultural landscape is explained using the theory of Geneology from Foucault (2012) and the interpretation of extrinsic values from the Balinese-Chinese historical and cultural landscape is explained using the structuration theory of Giddens (2010). These two theories are used as a small range theory applied at the micro level for "Development of a

Special Interest Tourism Model Based on Balinese-Chinese Cultural Acculturation". For the development of this model, the role of the stakeholders (community, government, businessmen, academics, media, and tourists) needs to build collaboration (collaborative governance) through optimizing their respective roles in accordance with the mandate of the Minister of Tourism Number 14 of 2016 to generate linkage, value chain and interconnection systems that are integrated in service products.



Figure 2. Cover of 70th Anniversary of China-Indonesia Diplomatic Relations

Hexahelix stakeholders collaboratively conduct an emic selection and interpretation process based on local wisdom to interpret the intrinsic values (value in-self) contained in historical and cultural landscapes. Emic interpretation aims to reveal the discourse, supporting institutions and figures supporting the discourse that will give birth to cultural products and narrative products. Cultural products include historical objects and identified cultural heritage, both in the form of objects and intangible objects. The narrative product is an emic interpretation (local wisdom) on the selected cultural product. Emic interpretation includes storyline and story-telling. The storyline will relate to the pattern of ethnic historical movement, while the description of the story relates to the benefits contained in historical objects and cultural heritage.

Stakeholders also build collaborations in interpreting ethically based on tourism ethics to provide added economic value (profit) to historical and cultural landscapes (value in-context). This means that traditional and cultural practices are not only carried out as routines that are repeated every year, but are also given added tourism value which is a source of economic income for the community. Therefore, an ethical interpretation is needed through the structuring process of historical objects and cultural heritage through the interpretation of the significance structure (S), the domination structure (D), and the legitimacy structure (L). special interest tourist attractions.

Interpretation based on tourism ethics gives birth to regulation of tourist movement patterns according to storylines and story descriptions, created according to the interests of developing historical values and cultural heritage as tourist attractions and attractions. The preparation of the storyline and the description of the story takes into account the authenticity of the cultural experience that tourists are interested in and obtained through the involvement of tourists as stakeholders. The academic benefits of emic and ethical interpretation of historical landscapes and cultural landscapes are utilized for tourism landscapes, resulting in Historical and Cultural Tourism Landscape Models. Practically, this model can be applied by tourism stakeholders to historical traces and cultural heritage that are acculturative resulting in the practice of diplomatic tourism.

Conclusion

The characteristics of Chinese tourists visiting Bali have the potential for a special interest tourism market to visit historical traces and acculturation of Balinese-Chinese cultural heritage, (b) Planned alternative tourism market; (c) The mass tourist market is unsustainable. This stage is characterized by a higher number of visits without being accompanied by management and trade arrangements for the Chinese market, thus generating antithetical reactions from tourism stakeholders.

Recommendations

The development of a special interest tourism model uses the Landscape Model of Historical Tourism and Cultural Heritage approach. The application of this model involves 6 stakeholders of the tourism (government, businessmen, communities, academics, media) and tourists as co-creators and co-producers involved in interpreting emic and ethical interpretations of historical and cultural resources. The involvement of tourists as stakeholders aims to produce heritage products that meet the expectations of tourists and provide an authentic experience. The academic benefits of emic interpretation and ethical interpretation of historical and cultural landscapes to be used as tourism landscapes produce a Historical and Cultural Tourism Landscape (HCTL) Model. The practical benefits of applying the HCTL model to historical traces and acculturation of Balinese-Chinese culture result in the practice of diplomatic tourism.

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