



The Ideology that Affects the Management of Tourist Resort Nusa Dua-Bali



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Abstract

Management of Nusa Dua Tourism Resort cannot be separated from macro social and political developments at the national level and the micro at the regional level. The stakeholder power relations between the three pillars of the government (BTDC), investors, and the society in the management of Nusa Dua resort is influenced by external factors is the globalization that developing very fast. This study focused on analyzing and answering the basic of what ideology is affecting the management of Nusa Dua Tourism Resort. Results of this study indicate that the management of Nusa Dua Tourism Resort is not only determined by the business management matters but also by the social and political situation and by global and others tourism related ideologies. Social and political change and demands by these ideologies force all three pillars in the Nusa Dua Tourism Resort management activities to wisely exercising their power in the relation to each other for the benefit of all parties and assurance of the sustainability of the resort.

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1. Introduction

The social development of Macro politics at the national level and micro at the regional level become the main concern for the three pillars of stakeholders among governments, investors, and the society in managing Nusa Dua tourism resort, in which it is also influenced by external factors, namely the development of rapid globalization. This happens was not only because of the Nusa Dua resort is part of a global hospitality institution but also as planned from the beginning, Nusa Dua resort is intended to be a world-class tourist destination, luxurious and internationally. Its presence is not only intended to meet the accommodation needs of those tourists who visiting Bali but also increase the regional economy, increase foreign exchange earnings through a new gap in tourism field, and also to show the outside world that Indonesia has and able to manage the resort of luxury

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class in the world to meet universal rules such as the preservation of the environment, local culture oriented, efficient energy, safe, sustainable and green tourism is tourism that takes into account the preservation of the environment.

Ideology is a word that is very complex and has been formulated in various ways. Simply put, ideology is actually a science of ideas or analysis tools in the social sciences to know the ideas and what is meant by the idea (Macey 2001: 198). Ideology also is a concept lifted off and used to cover social reality to legitimize domination ideology of class by making it as visible nature and history (Macey 2001: 198-199), in the sense as if not related to political and social interests. Based on this definition, a Marxist thinker often associated with the concept of ideology, Louis Althusser argues that ideology is actually the mechanism by what means elite impose interests (interests) and beliefs (beliefs) on the masses in a society (Lewis 2008: 398).

This study aims to determine the ideology that affects the management of tourist resort Nusa Dua. The theoretical benefits of this research are expected to provide a theoretical understanding of the ideology that affects the three pillars of the powers in the management of Nusa Dua resort (governments, investors, and local communities). In addition, this research is also expected to give a theoretical benefit in the development and management of tourist resorts, particularly efforts to understand conceptually the relationship between governments, investors, and local communities in the Nusa Dua resort. What seemed simple in view of the law or on the surface, if explored critically with the glass eye of cultural studies could provide new understanding of the patterns that are part of an impact on the development and management of Nusa Dua resort. The practical benefits of this research are expected to contribute to the policymakers, providing ideas that can be used to develop the tourism industry in Bali or in Indonesia, especially in connection with the development of tourist resorts, and is expected to provide critical awareness to the community, so that community can contribute to the development of tourism in the Nusa Dua resort. In studying the problem in accordance with this research topic in the perspective of Cultural Studies using the theory of discourse power/knowledge of Michel Foucault and the theory of communicative action of Jürgen Habermas whose use is done eclectically.

2. Research Method

This study was designed as a qualitative research with phenomenology approach. This research is not only action but also human speech texts and contexts that exist in society. This research was conducted in the Benoa village, South Kuta District, Badung regency, which includes three indigenous villages, the indigenous villages Bualu, indigenous villages Peminge, and indigenous villages Kampial. Geographically Nusa Dua Resort is an integral part of the Benoa Village which had been highlighted as one of the world's best tourist resorts in the world. The source of data in this research was through a variety of sources, as the primary data were governments, investors, and communities.

Secondary data sources were taken from the records, observation, scientific journals, documents, and others. Sources of information were those who know or are involved in relationships of three pillars, or anyone deemed to know and have knowledge considered informants. To obtain relevant data, multiple data collection techniques applied include observation technique, interview technique, documentation technique, and a library technique. The data analysis was divided into four stages (Sugiyono, 2005: 101), ie, domain analysis, taxonomic analysis, componential analysis, and analysis of cultural themes.

3. Results and Analysis

There was three dominant ideology that affects the management of Nusa Dua Tourism Resort. Those three ideologies were the ideology of global tourism, green tourism ideology, and ideology of cultural tourism based on local wisdom that is Tri Hita Karana.

The ideology of global tourism is a global mechanism in the field of tourism were introduced, worn, and 'forced' by certain groups with the argument for the success of tourism services business. In such situations, tourism society or manager of a tourist resort in the world has to follow the ideology of global tourism if it is to survive or win the competition. One example of the ideology of global tourism was the importance of safety in tourism services. Since the case of terrorism makes the traveler as a target, then there was a new awareness in the world of tourism to ensure that their property is safely maintained (safety and security) to the optimum. As one of the tourist resort of international class, Nusa Dua also has to show accountability and standard operating procedure in the maintenance of security, if they not, the tourists or customers will doubt to choose Nusa Dua for a vacation or for convention activities they have planned.

In addition to the ideology of global tourism, Nusa Dua resort management is also obeyed to the ideology of green tourism (green tourism), which is a mechanism that has been applied in Nusa Dua to improve the image and quality of the resorts, especially in the context of environmental conservation. The ideology of green tourism is virtually part of the ideology of global tourism, but because of the specific nature than here will be described separately as one ideology that influenced the management of Nusa Dua resort. Another important ideology discussed as things that influence the management of Nusa Dua resort is the ideology of cultural tourism based on the local wisdom of Bali, in this case, the Tri Hita Karana (THK). The last ideology is considered influence the manager / BTDC and several hotels in the Nusa Dua tourist resort to open themselves and follow the accreditation for THK Award as the form of appreciation of their local knowledge and support the ideology of cultural tourism. Facts show that the ideology of cultural tourism through THK Award by the BTDC and hotels helpful perceived in promotion and marketing (promotion, sales, and marketing).

a. Global Tourism Ideology

Resort Development of Tourism in Nusa Dua is intended as a luxury tourist destination of international class. Since the planning, development of implementation, and its management, Resort Nusa Dua involve various institutions or agencies in globally, ranging from planning consultants of France and Japan, the funding of the World Bank and the Asian Development Bank (ADB), and international chain hotels such as Club Med, Sheraton, Westin, Hyatt, Sol Hotel, and the Hilton which manage hotels there. Later, Hilton retreated from managing a hotel in the tourist resort of Nusa Dua, replaced by the national management of Ayodhya. New hotels popping up in Nusa Dua resort, well-managed hotel management internationally and nationally, a clear overall of its resorts operate under the ideology of global tourism. Although Nusa Dua is a resort which is geographically located in the village area at the southern tip of the island of Bali as a global space. The presence Resort Nusa Dua is located in the international tourism network and integrates with other sectors such as the economy, transportation, and finance. What is meant by the ideology of global tourism is an idea that saw the tourism industry and all its activities as part of the integrated global manner. Larry Dwyer (in William F. Theobald ed., 2005) asserted that:

Because tourism is essentially integrated with other sectors in the economy, global tourism trends cannot be considered in isolation from key drivers that will shape the world of the future. Key drivers can be grouped under four headings: the global economy and globalization, natural resources and environment, science and technology, and demographics (2005: 529).

The above statement clearly revealed that tourism is a very complex business, crochet hooks, and integrated with a wide range of sectors and cannot be seen as an isolated effort. In connection with it, according to Dwyer, there are four key groups that determine the future of global tourism, the global economy and globalization, natural resources and the environment, science and technology, and demographics.

Those four groups were the key force for the future management of Nusa Dua resort, it just needs to add at least two things, namely the importance of the global dimension of security (safety and security) and cultural resources. Dwyer incorporates natural resources and the environment, of course, it comes with reasonable cultural resources related to arts, traditions, cultures and local wisdom.

In the management of Nusa Dua resort, all elements above become a critical discourse and an ideology to realize the security and comfort of Nusa Dua resort. According to Foucault, power does not necessarily come with violence but can also present through regulation (Brtens, 2014: 312-313), and with such regulation, ruling or entrepreneur can perform normalization to preserve the power and importance.

Nusa Dua Resort is a tourist resort with international standards, not only in terms of the location, but the hotel in Nusa Dua resort is already international level. In addition to the luxury and beauty, which is also important to build the image of destinations is the security. To enter the Nusa Dua resort for foreign tourists and local tourists who just visiting or sightseeing must pass through a security post and be checked by security personnel (security). This examination applies to any person or vehicle entering, not least to the government-owned service vehicles or television crew car with existing logo on the wall or glass outside its car. Progress monitoring technology shows new techniques to monitor and maintain the security of the tourist resort of Nusa Dua. Not only limited to security checks alone but in the area around Nusa Dua resort at some point installed CCTV cameras to monitor the safety of the Nusa Dua tourist area. It is unnoticed by the tourists visiting the Nusa Dua resort.

Security gets primacy already. The ideology of global tourism on the security well-received because of their need for security, so that past events do not happen again. Security in Nusa Dua directed at meeting global standards, as stated in the annual report BTDC (2010: 24) as follows:

... aware of the importance of security and comfort for the tourists, the company will build an effective technologies system in the field of security. The system is expected to meet the expectations of the tourists which is very high in the field of security.

Nusa Dua resort has proved to have good security surveillance systems, in collaboration with various interested parties. Several times Nusa Dua be a host of international meetings that require world-class security surveillance systems, and already many times also, those implementation of the events were a success with no security problems at all, as well as the summit of APEC leaders in 2013 and Miss World 2013 in Nusa Dua. Global security discourse received support from various parties. It includes the indigenous people, those who live and are indigenous peoples, must be willing to comply with safety standards, may be their comfort slightly distorted, when they planned to go to the area of Nusa Dua resort. On understanding and influence on the ideology of global tourism and optimum security, they comply with the existing regulations.

b. The ideology of Green Tourism

The ideology of green tourism in Nusa Dua resort management is an ideology of global power relations oriented to the preservation of the environment and sustainable tourism development. BTDC parties cooperate with the employers to conducts environmental management and volunteered for the process of certification and international accreditation such as the Green Globe / Earth Check and Tri Hita Karana Tourism Award and Accreditation. Through a commitment to follow the international scoring system, Nusa Dua resort management was determined to meet international standards in the management of the tourist resort based green tourism.

The principle of green tourism has a standard, that is the standard criteria of the Green Globe / Earth Check, this standard still remains as a reference in the management and regulation of environmental performance of Nusa Dua Resort and the surrounding areas, which contain sustainable social and environmental policies. Given this commitment to managing Nusa Dua Resort with the principles of environmental sustainability, BTDC setting of environmental policy at the resort was adopted internationally by several prescribed standards. Certificate Earth Check provided to the industry or the company to reduce the impact of environmental destruction, depletion of energy, water suction and soil excessive use of land for construction without a green resort, beach reclamation, as well as the exploitation of natural excessively, and also to control the disposal of solid and liquid waste of industrial excess and give experience to the hotel guests, maximize and minimize environmental and social impacts that occur.

One way that is done in green tourism, resort manager BTDC Nusa Dua especially to create a microclimate that is convenient for travelers, then BTDC keep the common area only \pm 30 ha (10% of the area of the resort) to be used as a green area. The existence of green areas scattered throughout this resort has been planted with a variety of plants with a total of 6080 stems, including the preservation of rare plants that are planted as many as 2899 stems.

For the application of the concept of the development of the park in the Nusa Dua resort adapted local concept called Panca Warna in the design of the resort landscape. The garden designed in different colors, by planting trees in the north dominated by dark color, the East dominated by white color, the south dominated by red color, in the west dominated by yellow color, and in the middle of all sorts of color combinations dominated. By promoting the concept of conservation of the local flora, i.e. while maintaining some conservation site for the planting of local flora such as *payung*, *intaran*, *camplung*, *waru*, *badung*, *pule*, *piling* around the common area, whose numbers constantly increase every year in line with the instructions of SOE by planting 1 million trees.

Anticipating pollution by provisions of BTDC as green tourism and certificates of Earth Check by BTDC as the manager of Nusa Dua resort has a lagoon. Lagoon is the location of integrated wastewater treatment to be operated to treat wastewater from all hotels and other facilities in Nusa Dua resort and surrounding areas to be subsequently reused of irrigation water in garden watering on the resort of BTDC. Lagoon in BTDC separated into two treatment systems, those are the wastewater treatment system (waste stabilization pond

system/ waste stabilization ponds) and irrigation water treatment systems (aeration, sedimentation, and filtration). All of the standards must be held in Nusa Dua resort, so able to obtain an Earth certificate.

Earth Check program is a management system of standardization and certification of greatest eco-friendly programs in the field of travel and tourism industry. Check earth program developed by the Sustainable Tourism Cooperative Research Centre (STCRC) funded by the Australian government. Today there are many organizations that agreed about greening an environment-friendly company. However, from many organizations, there are not many of them afraid being audited by the third party. In this case, the Earth Check boldly and openly will give companies that good enough to work with. Of course, a good company and have standardized on the environment. Earth Check Program certification form was started in 1987 and continues today.

In order to get Earth Check, requirements followed by the company or hotel in Nusa Dua resort is one of the forms of the mechanisms of power, as Foucault states that power does not belong, but rather a strategy. When all is done well means that the power is going well.

Earth Check has types and has its own guidelines for the process of getting a certificate. For managers, Nusa Dua Resort on BTDC also follow Earth Check, but Earth Check that followed had a different name that is Earth Check Community. The difference is due to government-owned BTDC, which is tasked with developing and managing tourist resort as a form of representation of government and society for the benefit and sustainability of the environment, economy, and culture. The processes for obtaining this Earth Check. Earth Check Certified Community was given to BTDC different on the stage of *bench making* and certificates that compared to other hotel companies in which practicing environmental management.

The ideology of green tourism in Nusa Dua resort management is not only using an international standard, but also has a standard of *Tri Hita Karana* (the concept of Balinese culture, which means three causes, namely welfare of human relationship with God, with fellow humans, and the environment).

c. The ideology of Cultural Tourism Based Local Wisdom

Nusa Dua resort development is inseparable from the combination of international, national and local cultural elements despite their ideology of global tourism and ideology of green tourism that emphasizes the importance of preserving the environment, in the ideology of the local culture, there is a concept that must be obeyed by the owners of capital, namely the *Tri Hita Karana*. *Tri Hita Karana* in Balinese culture consists of three concepts, the first concept is the harmonious relationship between man and God, the second one is a man with the natural surroundings and the third is a man with his neighbor. The concept of *Tri Hita Karana* in the Balinese local culture, strongly influence the management of Nusa Dua resort.

Tourism that uses culture as a potential basis, for the island of Bali, cultural tourism is to foster and preserve the Balinese culture but also as a cultural erosion, the formerly sacred culture, now be profane. The presence of a shift in cultural values that can be traded. Sometimes the culture that has been around for a long time honored and sacred in some way was made into a tourism object by investors that engaged tourism.

Tri Hita Karana philosophy appointed as a cornerstone in the development of the people of Bali as stated in local legislation on RTRW Bylaw No. 4/1996., Revised and refined into Bali Provincial Regulation 16 of 2009, concerning RTRW in Bali Province 2009-2029. Likewise, for the Bali Provincial Regulation No. 3 of 1991 on Cultural Tourism Bali then later revised and refined with all the changes that occur in any local regulations become Bali Provincial Regulation No. 2 of 2012 on Cultural Tourism Bali today. The concept of *Tri Hita Karana* into the concept of development in Bali, this is set out in the regulation which stated in a letter that stated:

"... That the culture of Bali as part of Indonesian culture is the main foundation of Bali tourism development, which is able to mobilize the potential of tourism in the dynamics of social life, national and global.

While some verses that are relevant to the concept of *Tri Hita Karana* in Balinese culture contained in chapter 1 of the general provisions of article 1, paragraph 13, 14 and 15, namely:

Article 1, Paragraph 13

Balinese culture is the culture of the Balinese people animated by the values of Hinduism.

verse 14

Tourism of Balinese Culture is Balinese tourism that based on the Balinese culture animated with Hinduism and the philosophy of Tri Hita Karana as the main potential by using tourism as a vehicle for the actualization, to realize a dynamic reciprocal relationship between tourism and culture make them developed synergistically, harmoniously and sustainably to provide welfare to the community, cultural and environmental sustainability.

verse 15

Tri Hita Karana is the Balinese philosophy of life that consists of three elements that build balance and harmonious relationship among man and God, man to man, and man and his environment as the source of prosperity, peace, and happiness to human life.

This regulation implies that *Tri Hita Karana* is premised on every development in Bali and will bring prosperity, peace, and happiness for all human life and other creatures in preserving the environment overall.

Along with the time and in line with the indirect influence of globalization, it has a big impact on the fabric of society and customs of Bali. This influence will affect the erosion of cultural values of Bali slowly in society, both in rural areas and in urban areas. For those groups who felt that it would be destructed cultural values and feel empathy, will maintain the value of the culture. They will maintain it in accordance with the interests that they want to achieve, particularly in this case is the value of *Tri Hita Karana* (in the concept of Hinduism). Groups who have an interest in doing way as now, the *Tri Hita Karana* should be a guideline in a name of environmental accreditation body named *Tri Hita Karana Tourism Award and Accreditation*.

Tri Hita Karana concept has been applied in the management of Nusa Dua resort by BTDC as a manager. BTDC as a manager not only apply to investors of *Tri Hita Karana* to do so but, as the manager of Nusa Dua resort which operating in Bali, BTDC also participated in the *Tri Hita Karana Award* periodically. Application of *Tri Hita Karana* in Nusa Dua resort can be seen from the application throughout the region with their vast green resorts around the office of environment BTDC. The implementation can be seen from those three concepts, namely, the aspect of *parhyangan* (provision of places of worship such as puja mandala), *pawongan* aspects (office environment consisting of human resources from different areas) and *palemahan* aspects (their green surroundings).

Currently, the *Tri Hita Karana* is not only limited in the application of Nusa Dua resort management but also it has been held the *Tri Hita Karana Tourism Award and Accreditation* which began in 2000 by Bali Travel News from Bali Post Media Group. When the first procurement of *Tri Hita Karana Award*, it is supported by several components of the government as Minister of Culture and Tourism, Disparda Bali Province, BAPEDALDA, and study center of Bali. In doing Assessor of *Tri Hita Karana* philosophy of life which is in the Balinese society that consists of three aspects: cultural values and spirituality (*parhyangan*), societal (*pawongan*), and environmental (*palemahan*).

Certificate of *Tri Hita Karana* above indirectly raises the prestige of a company or hotel in Nusa Dua resort for racing to get a certificate of *Tri Hita Karana*. The discourse is running because of the power relationship between the observer culture and the government.

With the *Tri Hita Karana Award*, every tourism industry, such as hotels to managers in Nusa Dua resort also racing to get a certificate of *Tri Hita Karana* in order to become and be a rival of Melia hotel, the first hotel that get the *Tri Hita Karana Award*. The first hotel that obtains a certificate of *Tri Hita Karana* in Nusa Dua resort is Melia Hotel which has implied the concept of *Tri Hita Karana* long before the popularity of the discourse of *Tri Hita Karana*. At this time the Hotel Westin undertook the concept of *Tri Hita Karana* but have not yet received a certificate of *Tri Hita Karana Award*. For hotels, including those in Nusa Dua Resort, certificates of *Tri Hita Karana* is not only as a proof that they conduct business management in accordance with the values of the philosophy of *Tri Hita Karana* but also can be used to show the reputation and even perform an imaging and promotions in sales (sales and marketing). As THK Award recipient, hotels are allowed to use the award logo. Indeed, many hotels use the logo as a signature to their email and the company logo on paper and also in the media campaign on the internet. The passion and commitment of hotels in Nusa Dua to attend various accreditation systems are a sign that they pay attention to green tourism values in business management. This strengthening the BTDC commitment as one of the main pillars of the Nusa Dua resort management.

4. Conclusion

Three dominant ideology that characterizes the management of Nusa Dua resort, namely the ideology of global tourism, green tourism ideology and ideology of cultural tourism based on local wisdom is called by *Tri Hita Karana*. Those three ideologies affect the power relations between those three pillars in the management of Nusa Dua resort. They share an understanding in supporting the three ideologies although the role that they show is different. In terms of security, for example, the community support and adhere of the implementation of international safety standards in the tourist resort of Nusa Dua, as well as green tourism ideology and the ideology of the local culture. Even though the ideology of global cultural tourism and green tourism are global or universal, Nusa Dua resort manager is able to show the beauty and greenery as the typical resort of Bali, which reflects the charm of the natural landscape and culture. The gate of Balinese garden decoration, architecture of the hotel building and interior as well as the natural landscape with waving palm trees in a compact assert that the typical tourist resort atmosphere of Bali is unreplaceable in the world, but in the management and care, they show the quality of world-class services in accordance with the standard of chain hotels that hold management.

Suggestions

The rapid development of tourism causing high interest of investors to invest in Bali in general and Nusa Dua in particular. It is recommended to BTDC as the manager to draws attention for developing the environment used. The discourse of green tourism run with a broad commitment, meaning that it is only for BTDC and resorts. Regions outside the BTDC also needs to be organized jointly with the local community so that the beauty of Nusa Dua is comprehensively revealed because it will strengthen the image of the luxury class in Nusa Dua resort.

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