

THE IDEOLOGIES THAT AFFECT THE MANAGEMENT OF NUSA DUA TOURISM RESORT, BALI

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Abstract

The Management of Nusa Dua Tourism Resort couldn't 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 this resort is influenced by external factors, is the globalization that its development.

This study focused on analyzing and answering what ideology is affecting the management of this resort. It is 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 this resort. The study was designed as a qualitative research by using phenomenology approach.

Results of this study indicated that the management of this resort 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 these management activities to wisely exercising their power in relation of each other for the benefit of all parties and assurance of the sustainability of the resort.

Keywords: *Nusa Dua Tourism Resort, ideology, global, green, local wisdom*

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 this resort is part of a global hospitality institution but also as planned from the beginning, it 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 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.

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 ideal 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 ahistory (Macey 2001: 198-199), in the sense as if not related to political and social interests. Based on this definition, Louis Althusser argued that ideology is actually the mechanism by what means elite impose interests and beliefs on the masses in a society (Lewis 2008: 398).

This study aim is to determine the ideology that affects the management of this resort. The theoretical benefits of this research is expected to provide a theoretical understanding on the ideology that affects the three pillars of the powers in the management of this 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 this resort. What seemed simple in view of the lay 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 this resort. The practical benefits of this research are expected to contribute to the policy makers, 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 in the development of tourism in this resort.

Literature Review

In studying the problem in accordance with this research topic in the perspective of cultural studies using the theory of discourse power or knowledge of Foucault, 2008 and the theory of communicative action of Habermas (translated by McCarthy, 1984) whose use is done eclectically.

Methodology

This study was designed as a qualitative research with phenomenologically 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 Tourism 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. Source of data in this research were through variety of sources, as the primary data were governments, investors, and communities.

Secondary data sources was 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), i.e., domain analysis, taxonomic analysis, componential analysis, and analysis of cultural themes.

Results and Discussion

There were three dominant ideologies that affect the management of Nusa Dua Tourism Resort. Those three ideologies were 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.

Another important ideologies discussed that affect the management of this resort is the ideology of cultural tourism based on local wisdom of Bali, in this case the *Tri Hita Karana* (THK). The last ideology is considered that affects the manager or BTDC and several hotels in 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. It showed that the ideology of cultural tourism through THK Award by the BTDC and hotels is worthed in promotion, sales and marketing.

Global Tourism Ideology

The development of Nusa Dua Tourism Resort is intended as a luxury tourist destination of international class. Since the planning, development of implementation, and its management, It involves 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 this resort, replaced by the national management of Ayodya. New hotels popping up in this 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 Nusa Dua Tourism Resort is located in the international tourism network and integrate 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 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 this resort, it just needs to add at least two things, namely the importance of the global dimension of security and cultural resources. Dwyer incorporate natural resources and the environment, of course it comes with a reasonable cultural resources related to arts, traditions, cultures and local wisdoms.

In the management of Nusa Dua Tourism Resort, all elements above become a critical discourse and an ideology to realize the security and comfort of this 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 is a tourism resort with international standards, not only in terms of the location, but hotels in this 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 this resort for expatriate and local tourists who just visit or go sightseeing must pass a security post and be checked by security personnel. This examination applies to any person or vehicle entering, not least to the government-owned service vehicles or television crew car with existing logo in the wall or glass outside its car. Progress monitoring technology shows new techniques to monitor and maintain the security of this resort. Not only limited to security checks itself but in the area around it at some points installed CCTV cameras to monitor the safety of this resort.

The ideology of global tourism on the security well-received because of their needs for security to avoid past bad events. The Security in Nusa Dua arranged to fulfil the global standards, as stated in the annual report BTDC (2010: 24).

Nusa Dua Tourism Resort has proved to have good security surveillance systems, in collaboration with various interested parties. Several times Nusa Dua has become a host of international meetings that require world-class security surveillance systems, and already many times also, those implementations of the events were success with no security problems at all, as well as the summit of APEC leaders in 2013 and Miss World 2013 in Nusa Dua.

Ideology of Green Tourism

Ideology of green tourism of this 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 conduct environmental management and volunteered for the process of certification and international accreditation such as the Green Globe or Earth Check and *Tri Hita Karana* Tourism Award and Accreditation. Through a commitment to follow the international scoring system, the management was determined to meet international standards in the management of the tourism resort based green tourism.

The principle of green tourism has a standard criteria of the Green Globe or Earth Check, this standard is still remain as reference in the management and regulation of environmental performance of this resort and the surrounding areas, which contain sustainable social and environmental policies. Given this commitment in managing this resort with the principles of environmental

sustainability, BTDC setting of environmental policy at the resort were 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, particularly to create a microclimate that is convenient for travelers, then BTDC maintains the common area only ± 30 ha (10% of the area of the resort) to be used as a green area. The existence of green areas spreaded to all areas of 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.

The implementation of the concept of the development of the park in Nusa Dua Tourism 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-red color, in the west-yellow color, and in the middle of all sorts of color combinations dominated. By promoting the concept of conservation of the local flora, is to maintain 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 planting one million trees.

Anticipating pollution by provisions of BTDC as green tourism and certificates of Earth Check by BTDC as the manager of this resort has a lagoon is the location of integrated waste water treatment to be operated to treat waste water from all hotels and other facilities in this 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 waste water treatment system and irrigation water treatment systems. All of the standard must be held in this resort 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 and environment-friendly company. However, from many organizations, there are not many of them afraid being audited by 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 this resort is one of the forms of the mechanisms of power that is strategy, when it is done well means it is going well.

Earth Check has types and has its own guidelines for the process of getting a certificate. For managers in this 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, it is the processes for obtaining this Earth Check. Earth Check Certified Community given to BTDC different on stage of *bench making* and certificates that compared to other hotel companies in which practicing environmental management.

Ideology of Cultural Tourism Based Local Wisdom

Nusa Dua Tourism 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 on 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 man with the natural surroundings and the third is man with his neighbor. The concept of *Tri Hita Karana* in the Balinese local culture, strongly affects the management of this resort

Tourism that uses culture as a potential basis, for the island as Bali, cultural tourism is to foster and preserve the Balinese culture but also as a cultural of erosion, the formerly sacred culture, now be profane. The present 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.

This regulation implies that *Tri Hita Karana* is premised in 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 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 Tourism 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 this resort which

operating in Bali, BTDC also participated in the *Tri Hita Karana Award* periodically. Application of *Tri Hita Karana* in this 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 implementation of Nusa Dua Tourism 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 was supported by several components of the government as Minister of Culture and Tourism, DisparDa Bali Province, BAPEDALDA and study center of Bali. Certificate of *Tri Hita Karana* above indirectly raises the prestige of a company or hotel in this resort for racing to get a certificate of *Tri Hita Karana*. The discourse is running because 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 this 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 obtain a certificate of *Tri Hita Karana* in this 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 not received the award yet. For hotels, including those in this 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. As a 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 this resort to attend various accreditation systems is a sign that they pay attention to green tourism values in business management. This strengthening the BTDC commitment as one of the main pillars in Nusa Dua Tourism Resort management. It can be concluded that the three dominant ideologies that characterize the management of this resort, namely the ideology of global tourism, green tourism ideology, and ideology of cultural tourism based on local wisdom are called by *Tri Hita Karana*. Those three ideologies affect the power relations between those three pillars in the management of this 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 this resort, 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, this resort manager can show the beauty and greenery as the typical resort of Bali that 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 irreplaceable in the world, but in the management and services, they show the quality of world-class services in accordance with the standard of chain hotels that hold management.

It is recommended to BTDC as the manager to draw attention for developing the environment used. Discourse of green tourism runs 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 comprehensive revealed, because it will strengthen the image of the luxury class as Nusa Dua Tourism Resort.

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