



## THE EXISTENCE OF BEJI PURA HYANG TIBHA AS A WELLNESS TOURISM ATTRACTION IN BANJAR BLAHTANAH, BATUAN KALER, SUKAWATI DISTRICT, GIANYAR REGENCY

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### ABSTRACT

*Existences is a term that is often used to refer to the existence or existence of something in a philosophical, scientific or general context. The existence of a tourist attraction is seen from the management of the tourist area itself as well as the historical value contained in the tourist attraction. The existence of tourist attractions plays a vital role in preserving the cultural identity of a community, both for local residents and visitors from outside. The existence of Beji Pura Hyang Tibha as a wellness tourism attraction in Banjar Blahtanah Batuan Kaler, Sukawati District, Gianyar Regency is one of the health tourism sites which is one of the tourism potentials in pioneering tourism villages whose existence is known by many groups. This tourist attraction is not only famous for its cultural heritage but also for the presence of Beji, a place to do healing for cleansing the body and soul and peace of mind.*

*There are four theories used in this research, namely; 1) Existence theory, 2) Tourist motivation theory, 3) Tourism management theory, and 4) Structural functional theory. This research is qualitative descriptive research using literature approaches in the fields of theology and cultural tourism, field observation and documentation. This research examines the problem of the existence of Beji Pura Hyang Tibha as a wellness tourism attraction, how it is managed and the influence of the physical environment on postmodern society in Banjar Blahtanah Batuan Kaler, Sukawati District, Gianyar Regency. The involvement of local communities (community-based tourism) and the use of current technology in managing health tourism attractions are supporting models for its management. The influence on the surrounding community where the Melukat wellness tourism attraction is located will indirectly have influences in terms of the economy, physical environment, socio-culture related to the existence of the tourist area as well as the influence of fitness on medical activities.*

**Keywords :** *Existence, Tourist attraction, wellness tourism*

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### I. INTRODUCTION

Existence is a term often used to refer to the existence or presence of something in philosophical, scientific, or general contexts. The existence of a tourist attraction is assessed



based on the management of the tourist area itself and the historical value contained within the attraction. The existence of tourist attractions plays a vital role in preserving the cultural identity of a community, benefiting both local residents and visitors from outside.

The existence of Beji Pura Hyang Tibha as a wellness tourism attraction in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency, is one of the health tourism sites, representing a tourism potential in pioneering tourism villages that is well-known among many groups. This attraction is not only famous for its cultural heritage but also for the presence of Beji, a place for healing that cleanses the body and soul and promotes peace of mind.

Four theories are used in this research: 1) Existence Theory, 2) Tourist Motivation Theory, 3) Tourism Management Theory, and 4) Structural Functional Theory. This research is qualitative descriptive research utilizing literature approaches in the fields of theology and cultural tourism, along with field observation and documentation. The study examines the issue of the existence of Beji Pura Hyang Tibha as a wellness tourism attraction, how it is managed, and the influence of the physical environment on postmodern society in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency.

The involvement of local communities (community-based tourism) and the use of current technology in managing health tourism attractions serve as supporting models for its management. The impact on the surrounding community where the Melukat wellness tourism attraction is located will indirectly influence various aspects, including the economy, physical environment, and socio-culture related to the existence of the tourist area, as well as the influence of fitness on medical activities.

## METHOD

Using a descriptive qualitative method, literature study, and observations, this research examines the case study of the existence of Beji Pura Hyang Tibha as a wellness tourism attraction in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency. It investigates the extent of the existence of this tourist attraction through the current phenomenon where tourists, both local and international, seek spiritual tranquility and physical health through the wellness tourism of Pengelukatan Beji Pura Hyang Tibha, located in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency.

There has been an increase in the number of visits year by year from local communities and domestic tourists, although currently, international tourist visits remain lower than those of local tourists. Beji Pura Hyang Tibha is recognized as one of the tourism potentials in the pioneering tourism village by the Batuan Kaler Village government. It serves as an alternative site for melukat (purification) besides other well-known purification sites in Gianyar. Tourists visiting Pura Hyang Tibha will not only go to the temple but will also be directed to the jogging track area and to Beji Pura Hyang Tibha to observe and participate in the melukat process as a means of purifying both the body and soul.

## II. RESULT AND DISCUSSIONS

### The Uniqueness and Attraction of Beji Pura Hyang Tibha

In general, the uniqueness and attraction of Pengelukatan Beji Pura Hyang Tibha begins with the trekking area, jogging track, and the idea of directing visitors towards melukat tourism. Local tourists who come to pray at Pura Hyang Tibha are first directed to cleanse themselves at Beji Pura Hyang Tibha. Likewise, international tourists are guided and encouraged to experience the sensation of melukat, cleansing the body and soul. According to tourists, as reported by guides or temple officials, they feel refreshed and rejuvenated after the cleansing ritual.

There is a *niskala* (spiritual) factor believed to contribute to the aura around Pura Hyang Tibha and Beji Pura Hyang Tibha. This mystical atmosphere, along with the beautiful natural surroundings, sometimes brings inexplicable occurrences, adding to the site's magical power.

### **Melukat Activities for Healing**

The meaning and philosophy behind *melukat* involves concepts of purity in Hinduism, symbols used in the ceremony, and how the activity reflects human connections with nature and themselves. Contemporary influences such as tourism or modernization can also affect *melukat* activities and spiritual experiences. The uniqueness lies in the site's history and the beliefs about the mystical phenomena that are accommodated within changing contexts.

### **Tourist Numbers**

The initial number of tourists who only engaged in trekking and passing through the jogging track area was not recorded because the area was not yet managed by the village. Once managed by the village's enterprise (*Bumdes*), the number of tourists could be tracked. The *Perbekel* (village head) of Batuan Kaler mentioned that more than 1,000 local tourists from outside the village have visited through the *tirta yatra* program and individual visits to Pura Hyang Tibha and Beji Pura Hyang Tibha.

### **Tourist Visits**

Peter Murphy, in his book "Tourism: A Community Approach" (1985), emphasized the importance of tourist areas as centers of community life. The existence of tourist destinations is closely related to local community involvement in their development, management, and the benefits derived from tourism. Sustainable management of natural, cultural, and economic resources plays a key role in ensuring the ongoing existence of tourist areas. Effective management includes proper maintenance, friendly service, and adapting to changing phenomena.

Although visitor data collection initially faced challenges due to a lack of record-keeping mechanisms, Beji Pura Hyang Tibha has long been recognized by local tourists. The community often visits the site for water or purification, highlighting the site's importance for personal and religious purposes.

### **Infrastructure Development**

Infrastructure development is crucial for the potential growth of tourism. As noted by the *Perbekel* of Batuan Kaler, there have been improvements in road access to Pura Hyang Tibha and Beji Pura Hyang Tibha, as seen in the following layout:

### **Management Model of Beji Pura Hyang Tibha as a Wellness Tourism Attraction**

There are several management models for tourism sites, particularly for wellness tourism, which aim for sustainability. Timothy Johnston and Claudia Dolezal (2020) in their article "Health and Wellness Tourism: A State-of-the-Art Review," outline a framework focusing on understanding health tourism markets, developing suitable products and services, and effective promotion. Richard W. Butler's "Tourism Area Life Cycle (TALC)" theory explains how tourism destinations evolve over time through management and development.

### **Compliance with Regulations and Policies**

Compliance with rules and regulations, including local *prararem* (customary laws) and policies, is essential to maintaining the spiritual significance (*taksu*) and sanctity of Beji Pura Hyang Tibha. Indonesian Law No. 11 of 2010 concerning Cultural Heritage mandates the monitoring, evaluation, and preservation of cultural heritage sites, which is upheld by the

village administration and related agencies. Regulations ensure the protection of cultural and natural heritage while involving local communities in managing tourism resources sustainably.

### **Wellness Tourism Model**

Wellness tourism is a type of travel aimed at enhancing physical, mental, and emotional well-being. Beji Pura Hyang Tibha offers melukat purification, alongside activities like trekking, jogging, and potentially yoga in the future. With the trend of visitors seeking natural settings and spiritual purification, wellness tourism at Beji Pura Hyang Tibha presents a unique experience, contributing to the local community through community-based tourism initiatives.

### **Local Community Involvement**

Community involvement in managing tourism sites, especially in pioneering villages, is key to economic development and human resource empowerment. The local community's active participation helps maintain ecosystems and ensures sustainability. It also fosters a fair distribution of economic benefits derived from tourism. Local involvement in decision-making, local economic development, and cultural and environmental protection is vital for creating sustainable tourism destinations.

### **Funding for Maintenance and Infrastructure Quality**

According to Prof. Dr. Ida Bagus Rai Widyadana, M.Si (Udayana University), sustainable funding is critical for maintaining infrastructure in melukat tourism areas. Funding can come from various sources, including tourism taxes, private sector donations, and government or international grants. High-quality infrastructure, such as roads, water systems, and public facilities, plays a vital role in promoting economic growth and enhancing the tourist experience. Sustainable funding and proper management are essential to maintaining and developing infrastructure in wellness tourism areas.

The Existence of Pura Beji Hyang Tibha as a Wellness Tourism Attraction in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency. Before it was opened to external tourists, the cleansing rituals (pengelukatan) at Beji Pura Hyang Tibha were used and believed by the local community to purify the soul and body, and its water was also consumed. Additionally, Beji Pura Hyang Tibha was used as a place for purification rituals (pemelastian) during temple festivals (piodalan) in the Banjar Blahtanah area.

### **Cleansing Area for Melis Rituals**

From the past, the existence of the cleansing site at Beji Pura Hyang Tibha has had a positive impact on the purification of the soul and body, and its benefits have played a significant role in the lives of the surrounding community, specifically in Batuan Kaler village in general.

## **III. CONCLUSIONS**

Based on the research results, the following conclusions can be drawn:

1. **The Existence of Beji Pura Hyang Tibha as a Wellness Tourism Attraction**  
In Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency, Beji Pura Hyang Tibha's existence has been known since ancient times. Historically, its presence is related to the history of Pura Hyang Tibha, with evidence such as statues that can still be seen, especially at Pura Hyang Tibha. Written evidence is found in the Rontal Prakempa owned by I Ketut Rinda. Initially, the Beji Pura Hyang Tibha cleansing ritual site was used for purification ceremonies (melis) during temple festivals (pujawali) in

the temples of the Batuan Kaler area. The local community came to know the presence of the cleansing spouts (pancoran) and, through stories from elders, believed that cleansing at Beji Pura Hyang Tibha brings physical and spiritual freshness and peace of mind. The uniqueness of the mystical (niskala) factors associated with Beji Pura Hyang Tibha's cleansing rituals also makes it well-known among spiritual practitioners. Some local residents believe that consuming the water from the beji spouts provides refreshment. The presence of bathing areas around Beji Pura Hyang Tibha has made the area popular among locals, especially in Banjar Blahtanah. With the current wellness tourism trend, more local, domestic, and international tourists are interested in purification rituals (melukat) that they believe are beneficial for their well-being.

## 2. **Management Model of Beji Pura Hyang Tibha as a Wellness Tourism Attraction**

The management of Beji Pura Hyang Tibha as a wellness tourism attraction in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency, follows a community-based model. This model involves active participation of the local community in the management and maintenance of the cultural heritage tourism area. The local community serves as partners in decision-making processes, project implementation, and monitoring activities in the area. This approach ensures that the needs of the community and environmental sustainability are well-considered. Besides the community-based model, a partnership-based model is also applied, involving cooperation between the government, private sector, non-governmental organizations, and the local community in managing the cultural heritage site. Through partnerships, the resources and expertise of various stakeholders are efficiently utilized for the preservation and development of Beji Pura Hyang Tibha. To keep up with the 4.0 era, where technology dominates the world, the management of wellness tourism at Beji Pura Hyang Tibha also incorporates technology-based approaches. This model utilizes information and communication technologies to improve the efficiency and effectiveness of cultural heritage tourism management. Tools like geographic information systems, social media, Google Maps, and other technologies assist in monitoring the condition of the area, data management, and tourism promotion.

## 3. **The Impact of Beji Pura Hyang Tibha as a Wellness Tourism Attraction on the Local Community**

The economic impact of Beji Pura Hyang Tibha on the local community in Banjar Blahtanah, Batuan Kaler, Sukawati District, Gianyar Regency, includes its role as a source of income for the local population. It creates new job opportunities in the tourism sector, such as tour guides, guest house operators, homestays, and small shops selling prayer tools and cleansing ritual supplies, local craft artisans, and transportation service providers. The increase in income generated by tourism activities can enhance local residents' income through the sale of goods and services to tourists, as well as through investments and business development fueled by the growth of the tourism sector. The impact on infrastructure is seen in how the Batuan Kaler Village government is developing infrastructure to support the tourism industry, including roads, communication facilities, and other public amenities. This also benefits local residents by improving accessibility and comfort. The socio-cultural impact is reflected in social well-being, as the tourism area becomes a hub for social and cultural activities, such as festivals, art events, and community gatherings like tirta yatra. These events enrich the social and cultural life of the local community. Indirect interaction occurs in the purification rituals at Beji Pura Hyang



Tibha. However, despite the positive influences, there are also negative impacts, though not many, such as the rise in property prices, traffic congestion, and noise pollution. These issues can disrupt the daily life and culture of the local community. The extent of the impact of the tourism area on the local community depends on how the tourism development and management are conducted. With proper planning and active participation from the local community, the positive effects of the tourism area can be enhanced while the negative impacts are minimized.

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