

Utilization of the Subak Jatiluwih Landscape as a Tourism Object: Tourist Perceptions and the Impact on Village Income

Made Ika Prastyadewi^{1✉}, Gde Bayu Surya Parwita², Putu Yusi Pramandari¹

^{1,2,3} Faculty of Economics and Business, Universitas Mahasaraswati Denpasar

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Abstract

The growing development of the tourism sector impacts increasing land conversion, which results in a reduction in productive agricultural land and the threat of subak as an agricultural institution based on local wisdom in Bali. The development of the tourism sector has eroded the existence of subak due to the high economic value of converting agricultural land to non-agricultural functions. If this condition continues, the existence of subak as a form of local wisdom in the agricultural sector in Bali will become extinct. Moreover, the subak cultural landscape in Bali has been recognized by UNESCO as a World Cultural Heritage. The heritage includes four sites (areas) which all form one unit. This study aims to analyze the use of the Jatiluwih subak landscape as a tourist object by focusing on the problem of tourists' perceptions of the subak Jatiluwih landscape and the impact of these tourism activities on village income. The research was conducted on the Subak Jatiluwih Landscape as a WBD icon. The approach used is a quantitative approach using primary and secondary data. The sample in this study was taken by interview method and documentation study, which was then analyzed descriptively. The analysis results show an increase in the number of tourist visits every year where tourists think that an interesting tourist object is a place that has uniqueness. Tourism activities also positively impacted the village economy, where the local traditional village managed and fairly shared income from entrance tickets to tourist objects.

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✉ correspondence address:

Fakultas Ekonomi dan Bisnis Universitas Mahasaraswati Denpasar
Jln. Kamboja no. 11 A Denpasar
E-mail: ika.prastyadewi@unmas@gmail.com

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INTRODUCTION

The three main pillars in realizing sustainable development are by focusing on economic, social, and environmental factors (Swain, 2018). All three will be interdependent and mutually reinforcing a development process. The goal of sustainable development is how to achieve a level of economic growth by focusing on the needs of the community while maintaining environmental sustainability. Some people think sustainable development is about increasing economic growth and finding ways to advance the economy long-term without depleting natural capital. But for some people, the concept of economic growth itself is considered very difficult to achieve because the natural resources are limited (Tamarantika, April 2017). Therefore, an agreement is needed on what is referred to as the use of natural resources and the limits on the use of these resources. Agreements regarding this matter will significantly assist in formulating policies to realize the expected sustainability following development goals.

The growing development of the tourism sector has led to an increase in the rate of land conversion, which has resulted in a reduction in productive agricultural land and the threat of subak as an agricultural institution based on local wisdom within it. The development of the tourism sector demands an increasing need for supporting facilities and infrastructure such as hotels and restaurants, which in their construction results in land conversion. Likewise, the increase in population from birth and migration also demands an increase in the need for housing and various public facilities, which also require the availability of land for its construction (Prastyadewi, Susilowati, & Iskandar, 2020). The reduced amount of productive land due to this land conversion will lead to a decrease in the amount of rice production, which will then decrease farmers' income and welfare.

The existence of the subak landscape currently does not only function in agriculture, but its utilization has shifted as a tourism-supporting attraction. The subak landscape is an attraction for tourists. Terraces and farming activities attract tourists to visit. Hotels and restaurants also take advantage of this landscape as an added value to their accommodation. However, the existence of the tourism sector does not significantly impact the primary function of subak in agriculture. The increasing development has caused landowners to sell their agricultural land, likewise with the young generation of Bali who does not make the agricultural sector their job choice. This is also a threat to agriculture with the Subak organization in it. Using the subak landscape as a tourist attraction makes the subak landscape a common pool resource (CPR) based on its collective nature and management (Ostrom, 2006). Two characteristics make the subak landscape a CPR. First, everyone can use it, so it becomes difficult to prohibit other parties from using it. Second, there are difficulties in evenly sharing resources or profits in using goods. This condition, in theory, is said to create what is known as a stowaway (free rider). Anyone can freely enjoy Subak landscapes stretching out in Bali's agricultural areas. Even hotels and restaurants around the area make it an attraction to increase the number of tourist visits. However, neither the hotel nor the restaurant has donated to the land-owning farmers or subak organizations. There are no clear rules regarding the obligation to pay fees or "rent" to farmers whose fields are used as tourist attractions. This condition frees hotel and restaurant managers to utilize Bali's subak landscape.

Even though it has been designated as a World Cultural Heritage (WBD) site, special attention is needed for the sustainability of subak. The existence of hotels and restaurants that utilize the Subak landscape further adds to the threat to its sustainability. Subak landscape as a form of Common Pool Resource (CPR) creates an externality. Every tourist who visits hotels/restaurants and attractions that utilize the subak landscape as an attraction can enjoy the beautiful scenery without contributing to the subak itself. This makes hotels and restaurants free riders from the existence of the subak landscape. Internalization is a solution to resolve the externalities generated and overcome the existence of these free riders. The tourism sector, which is more promising than agriculture, will increasingly threaten the existence of subak. This is evidenced by the depletion of the younger generation working in the agricultural sector. Even though it has high cultural value, economic factors will eliminate the existence of subak in Balinese agriculture. The sustainability of subak can be maintained and protected if the agricultural sector in Bali is maintained. What's more, the agricultural sector in the Bali Province has local wisdom values that should be maintained and preserved. Therefore, this study aims to analyze tourism demand for subak land use in Bali.

METHOD

Research related to the sustainability of this subak was carried out in the Jatiluwih Subak Landscape, which is included in the WBD category by UNESCO. This research is focused on the Jatiluwih Subak Landscape because this subak landscape is an icon of WBD, known to be one of the tourist destinations in Bali with an increasing number of tourists every year. Determination of the number of samples for tourists

is determined by the accidental sampling method. Questionnaires were distributed directly and indirectly (via Google form) to tourists who had visited and enjoyed the Subak landscape, especially the Subak Jatiluwih Landscape. With limited access conditions and the closure of tourist entry in Bali since mid-2020, distributing questionnaires using social media (Instagram and WhatsApp) is the best solution for collecting tourist data. The number of returned questionnaires that can be used for this research is 100.

Descriptive statistics were used in the analysis. Descriptive statistics are related to the processing and presentation of data to provide an overview of the information needed in research (Creswell, 2009). This information will be presented as diagrams, tables, and figures. This research uses descriptive statistics to develop profiles of farmers and tourists as research respondents. The number of frequencies, average values, and standard deviations for each indicator is calculated in descriptive statistics. The average perception of both farmers and tourists is also calculated in determining the range of answers for each question item related to the demand and supply of the subak landscape.

RESULT AND DISCUSSION

Number of Tourist Visits to Jatiluwih

After Subak was designated as a WBD, the existence of the Subak landscape began to attract tourists, as well as the Jatiluwih Subak Landscape. Based on data from the Bali Regional Office (2019), information is obtained that the number of tourist visits to Jatiluwih is increasing every year. The data on the number of tourist visits to the Subak Jatiluwih Landscape is shown in Figure 1 as follows.

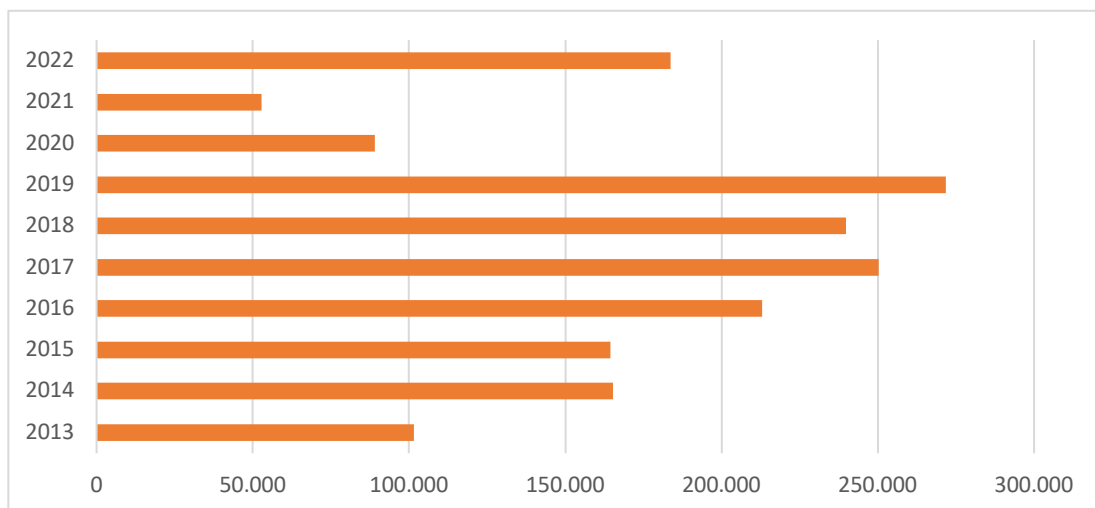


Figure 1. Number of Tourist Visits to Subak Jatiluwih in 2013-2022

Source: Disparda Bali, 2022

The data presented in Figure 1 shows the number of tourist visits to Subak Jatiluwih from 2013 – 2022. In 2012 the number of tourist visits was 97,909 people, while in 2013, there were 101,560 people, an increase of 37.28 percent. In 2014 the number of tourist visits was 165,158. If the number of tourist visits in 2013 was compared to the number of tourists in 2014, there was an increase of 62.62 percent. Even though the number of tourist visits decreased in 2018 due to the eruption of Mount Agung, an increase in tourist visits occurred again in 2019. A drastic decline will occur in 2020 due to the COVID-19 pandemic undermining Bali tourism’s glory.

The increase in tourist visits to Jatiluwih is caused by the promotion, which is quite back. Technology development makes social media one of the cheap promotions that significantly increase purchases or visits to a place. One form of digital tourism promotion currently being developed by the Bali Province Regional Tourism Promotion Agency (BPPD) is “Bali Go Live.” The Bali Go Live channel will promote Bali through the popular digital platform Youtube. Its website is supported by the latest information uploaded regularly via social media such as Facebook, Twitter, Instagram, Tumblr, and

Linkedin. Bali Go Live promotes Bali and encourages young Balinese to be more proud of Balinese philosophy and culture.

Instagram is among Indonesian society's most popular social media, especially among young people. Instagram is an effective medium for sharing information, both social and commercial. With a much lower cost, Instagram is a promotional medium for profit-oriented businesses, both small, medium, and large scale. Instagram is a social media application that can be downloaded to post smartphone photos and videos. On Instagram, there is something called a follower. Where various posts, both photos, and videos, can be seen by followers. Posts in photos or videos contain information called captions; all Instagram users can also see these posts via hashtags. Captions generally contain information (description) about uploaded images or videos, while hashtags classify themes or topics in social media. The more people post, the more hashtags they will have. What usually happens is that a post will be commented on or given a like by followers who see it. Instagram's Brand Development reveals that the most posted content by Instagram users in Indonesia is selfies, places they've visited, travel photos, family & friends, and food.

Posting tourism objects on Instagram gives a Bandwagon effect on visits to related objects. This increase in the number of visitors will be positively related to the increase in tourist attraction hashtags on Instagram. The interesting thing about this Instagram usage information is related to decision behavior; before someone goes on a trip, the first thing to do is find information about tourist objects through an Instagram account. The information obtained states that where the most popular object with many hashtags and likes will be someone's first choice to visit. This means that before traveling, tourists will look for references via Instagram, whether posted by friends or by information providers (e.g., explorebali, visitbali, wonderfullbali, etc.). Second, not infrequently posting a tourist attraction published by a friend can attract someone's interest to visit it. Third, many tourist objects that were unknown at first became popular because they were posted on Instagram accounts, such as Pandawa Beach and mangrove forests. Some hashtags for tourist objects with views of the Subak landscape in Bali are presented in Table 1 below.

Table 1. Hashtags of Some Tourist Attractions with Subak Landscape Views in Bali

No.	Tourism Object	Number of Hashtags	
		2020	2022
1	#Tegallalang	67.862	106.000
2	#BukitCampuhan	5.528	7.000
3	#Jatiluwih	44.286	81.600
4	#Cekingriceterrace	1.780	1.800
5	#Subaksembung	457	675

Source: Instagram, processed data (2022)

Social media is a good and cheap promotional medium, but it can attract someone's interest in promoting a product. The table shows the number of hashtags for 5 (five) tourist objects with views of the subak landscape in Bali. The data shows that every year the number of hashtags on these tourism objects increases, which can be used as an indicator that the number of visits to these tourism objects also increases. A place that is "viral" through Instagram social media will usually quickly attract people's interest to visit. However, this condition often causes damage to the authenticity of the area. The special promotion of social media is uncontrolled visits that can damage the existence of subak landscapes, as happened to the tourist attractions of Ranu Manduro, Mojokerto, Amaryllis Garden Yogyakarta, and Mount Rinjani.

If a WBD is used as a tourist destination, it will gradually affect the local community (Jimura, 2011). The local community's approval of tourist arrivals will significantly determine the policies and actions that must be taken by both the government and tourism object managers. The local community will significantly influence whether or not a tourist destination develops. Research related to WBD sites and tourist visits is carried out in small parks on the outskirts of German cities. The results show that visiting tourists are attracted because of the publicity of the location of the Cultural Heritage site, whereby tourists are willing to pay a higher price to preserve the site (Wuepper, 2016)

The high enough hashtags in the subak landscape area can indicate how attractive this tourist object is to visit. This is also supported by the growth of tourist visits which are getting higher as presented in the previous information. The continuity of these tourist visits can then be anticipated to not damage or change the area, like what happened to several viral tourist attractions, which suffered damage after the booming number of uncontrolled visits. For this reason, the demand side for the subak landscape, as shown by the increase in the number of tourist visits, will become one of the building blocks for the subak landscape sustainability model to remain in its primary function and one of the objects that attract tourists.

Tourist Perceptions of the Subak Jatiluwih Landscape

The existence of the Jatiluwih Landscape as a tourist attraction began in 1993, but the WBD status, which was assigned in 2012, created a stronger attraction to attract tourists. So that is when this so-called ecotourism began to appear. The relatively high interest of tourists visiting the subak landscape raises new questions about how this landscape will exist. Tourist perceptions of the existence of the subak landscape are summarized in Table 2 as follows.

Table 2. Tourist Perceptions of the Subak Landscape

Indicator	Score (%)		Mean
	≤3	>3	
Purpose and Visit Experience			
1. The uniqueness of tourist objects	13,9	86,1	4,2
2. Cultural values in tourism objects	19,8	80,2	3,9
3. Culturally oriented tourism activities	25,7	74,3	4,0
4. Traditional community activities	15,8	84,2	4,0
5. Traditional landscapes, buildings, and situations	19,8	80,2	4,0

Source: Primary Data, 2022

Tourist perceptions of the subak landscape show that the average value is in the agreed answer. The average tourist (86.1 percent) thinks an interesting tourist object is a unique place. Tourists also gave an average answer (95 percent) on the willingness to pay entrance fees for tourism objects, and 94.1 percent of tourists agreed to pay for environmental sustainability. Tourist perceptions of the existence of the subak landscape indicate that the subak landscape provides positive externalities to Bali tourism. The beauty of terraced rice fields (terracing), complete with local agricultural wisdom, is an attraction for tourists to visit. In addition, a restaurant serving a special menu with brown rice, the superior product of Jatiluwih agriculture, provides a distinct advantage for this region, as stated by Saitri (35 years), a tourist who visited with her family.

“...If you get bored of going to the beach because it’s hot, Jatiluwih can be an option. If we walk to another place, there are many views of the rice fields, but the terraced views here are extraordinary. If you don’t bring children, you can try tracking or riding a bicycle, and the scenery is much more beautiful from a different angle. Especially if you come during the festival, even though it’s really crowded, you must try it occasionally. It’s just that bringing children is a bit troublesome because it’s very crowded. Try eating at the local stalls; the brown rice is delicious. We can also buy it to take home, and some are packaged in 500 grams...”

The tourist attraction of Jatiluwih Village has the potential to be developed not only for natural beauty, but also for traditional arts and religious ceremonies that are inherent in local culture. This potential provides opportunities in the packaging of attractive attractions based on local culture by involving local communities and tourists such as research and education activities, sports, and involvement in the planting and harvesting processes. The potential for attraction needs to be supported by the comfort and safety of the tourist object environment so as to provide a sense of security and comfort for tourists. Congestion and noise are still the main problems in the convenience of tourist attractions, which are caused by obstacles in road access and limited parking space at tourist sites. Another thing that contributes to the problem is the cleanliness of tourist attractions from garbage, where the number of landfills is still limited so that it will affect the beauty of tourist attractions.

The Existence of Jatiluwih Landscape for the Economy

The development of Jatiluwih Village as a Tourist Destination Area (DTW) is a positive thing that impacts the growth of the Jatiluwih region economically both in the short and long term (Capo, Font, & Nadal, 2007); (Ihalanayake, 2013). The development of the tourism sector will tend to lead to the development of other sectors. Indirectly, the tourism sector, in the long term, will improve the welfare of residents around the area and will have a relatively rapid economic growth impact on the region. The development of the Jatiluwih region as an agricultural area provides a positive externality in its development as a DTW. This positive externality has had an incredible impact on the Jatiluwih Village area, which remains an agricultural area that will continue to exist as a DTW and a World Cultural Heritage. The positive externalities that emerge provide added value to the Jatiluwih region in maintaining the area and its environment. Using nature as a tourism area will undoubtedly have a negative impact too. Still, in the case of the Jatiluwih area, the negative impact can be minimized by the role of adat in the form of awig-awig, which as Balinese people, awig-awig is a customary rule that must be obeyed.

The importance of caring for the environment in maintaining its existence and minimizing the negative externalities that arise (Tisdell, 2005). Packaged tourism products aim to maximize profits but do not consider the impact of damage to the environment. Even though the essence of sustainable tourism is made for the good of tourism, this reason raises positive externalities in the tourism activity itself, namely increasing the sustainability of the environmental ecosystem and the existing economic system (Sgroi, 2022). Raise a caring attitude and internalize the environment by prioritizing environmental sustainability in tourism development. Research conducted by (Teo, Khan, & Abd Rahim, 2014) which was conducted on cultural heritage tourism areas in Malacca concluded that tourists have different perceptions of their purpose in visiting cultural heritage sites. Tourists tend to choose to visit the cultural area of Malacca when specific events or festivals are held. The study results also concluded that most tourists feel concerned about protecting and being responsible for preserving these cultural heritage sites. Ultimately, it was concluded that the Malacca cultural area made the Cultural Heritage status a tourist attraction to increase the number of tourist visits.

Tourism activities by utilizing the Subak Jatiluwih landscape make a separate contribution to the community's economy. Tourism receipts come from the imposition of entrance tickets to tourist objects for foreign and local tourists. Proceeds from ticket sales are distributed to ticket officers, the Regional Government of Tabanan Regency, Gunungsari Traditional Village, Jatiluwih Traditional Village, and Dinas Village. The income distribution from the Jatiluwih tourism object differed before and after the subak was designated as WBD. The revenue distribution from the Jatiluwih tourism object before the WBD status is as follows.

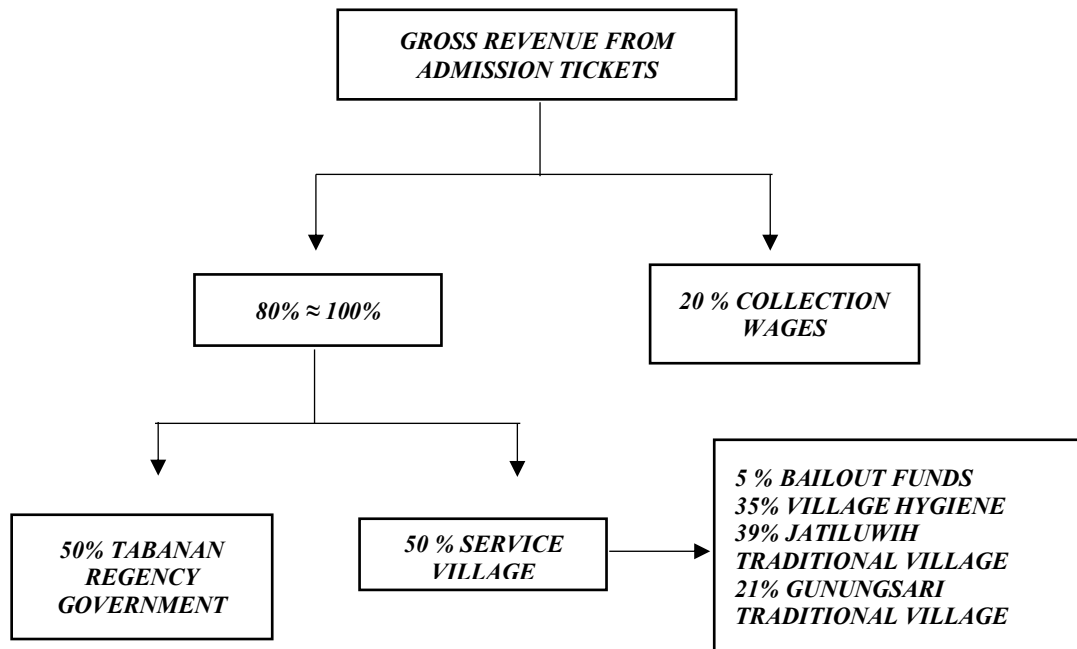


Figure 2.
Illustration of Revenue Sharing from Jatiluwih Tourism Object Before WBD Status
Source: Jatiluwih DTW Management, 2022

Village income derived from the Jatiluwih tourism object levy before Subak was designated as WBD by UNESCO in 2012 is managed by the official village. The total gross income from entrance tickets is distributed by 20 percent for collection wages, namely the people who help with ticket collection, parking, and other operations. The remainder of the collected wages is rounded to 100 percent and divided between the Regional Governments of Tabanan Regency and the Desa Dinas by 50 percent each. The income earned by the Service Village is then distributed for bailout fees of 5 percent, environmental cleaning costs for Jatiluwih Village 35 percent, given to Jatiluwih Traditional Village by 39 percent, and the remaining 21 percent distributed to Gunungsari Traditional Village. Where then, the income is set by each party that receives it.

Jatiluwih Village's income increases every year and continues to increase after the establishment of subak as WBD in line with the increase in the number of tourist visits. Village income in 2011 amounted to Rp. 466,539,000 and increased by almost 100 percent after the establishment of subak as WBD DI in

2012. In 2014 the village's income reached Rp. 3,001,059,500, - and soared to reach 9.8 billion in 2019. This increase in village income is an indicator that the WBD status of Subak has a good economic impact on both the income of Jatiluwih Village.

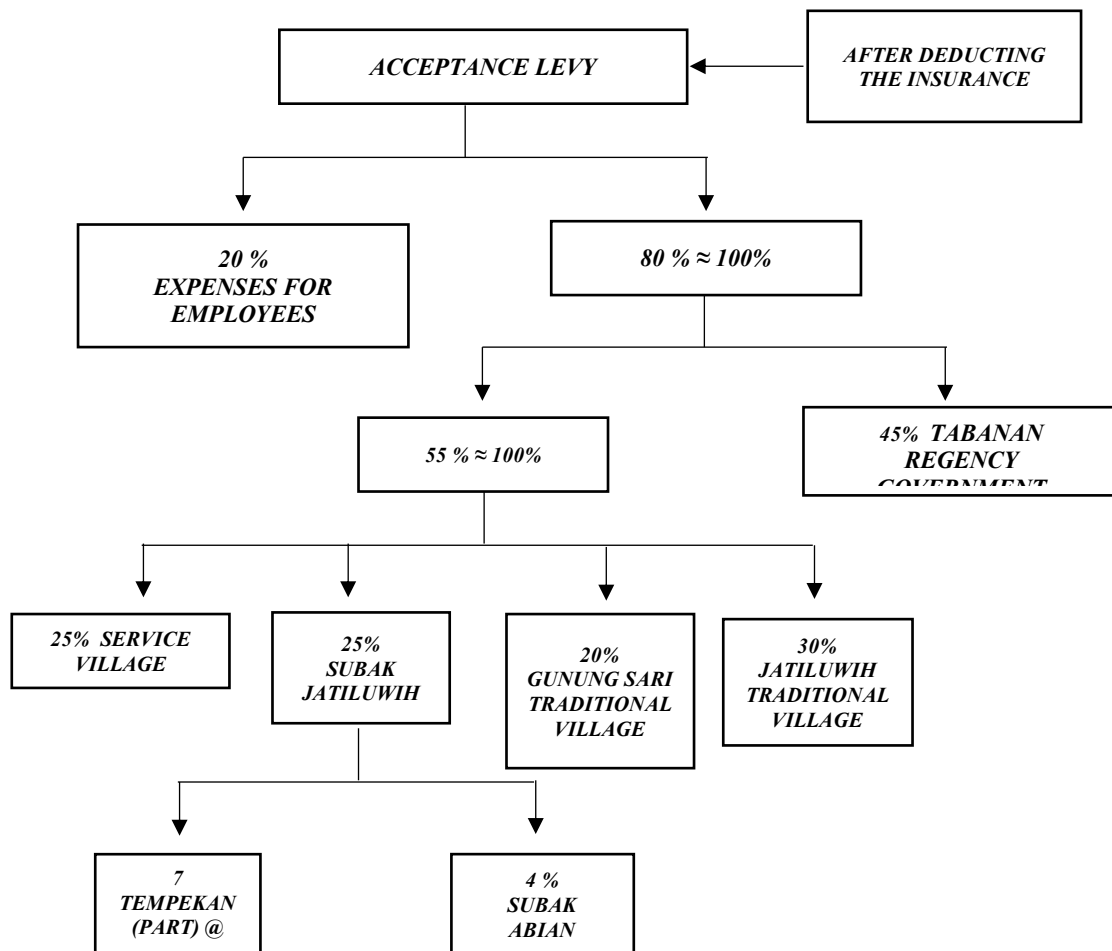


Figure 3.
Illustration of Revenue Sharing from Jatiluwih Tourism Object After WBD Status
 Source: Jatiluwih DTW Management, 2022

After subak is designated as WBD, revenue sharing from tourism as a receipt of entrance tickets to tourist objects is divided, as illustrated in Figure 3. Total receipts from gross tourist entrance tickets are deducted from insurance costs to obtain net income. This net income is then used for operations by 20 percent, and the remainder is rounded up to 100 percent to be shared with the Regional Government of Tabanan Regency with a proportion of 45 percent. The rest is rounded back to 100 percent to be divided among the official villages (25 percent), Subak Jatiluwih (25 percent), Gunung Sari Traditional Village (20 percent), and Jatiluwih Traditional Village (30 percent).

“If one may say, tourism is quite helpful for farming communities. In the past, we had costs to pay for ceremonies or repairs to subak buildings, but now we don’t have to. In fact, we got subsidies for seeds and fertilizers. We no longer pay drop fees. All expenses for religious ceremonies are borne by profit-sharing costs managed by subak and traditional villages.”

The opening of the Subak Jatiluwih Landscape to become a tourist attraction makes the responsibility for repairing some of the infrastructure used for tourism the responsibility of DTW management. Maintenance and repair of trails, such as tracking and cycling routes, are entirely the responsibility of DTW management. The maintenance and responsibility of irrigation canals and the interests of agricultural activities are entirely the responsibility of the subak. It’s just that, so far, there has been no Corporate Social Responsibility (CSR) from hotels or companies that take advantage of the beauty

of the subak landscape in the attractiveness of their accommodation even though several hotels and villas in Tabanan Regency take advantage of the subak landscape for residential views. As stated by Guru Suweden:

“...From DTW Management, there is CSR. It is in the form of additions or assistance for religious ceremonies, especially piodalan at Subak Temple and Batukaru Temple. We usually propose to ask for funds. But if there is CSR from hotels, villas, there hasn't been one...”

Research conducted by (Wells, Smith, Taheri, Manika, & McCowlen, 2016) explored the development of CSR in cultural tourism areas. The results of this study conclude that good coordination is needed between management, employees, and tourists in developing CSR. It is necessary to provide information on the importance of cultural values in tourism objects to increase CSR development. Employees and tourists need to understand why these tourism objects become cultural tourism so that they can increase their sense of belonging of employees and tourists to tourism objects. A growing tourism sector would impact the sustainability of nature as a selling attraction (Hassan, 2000). This will also cause side effects related to tourism, especially the emergence of non-economic factors due to tourism activities in Indonesia—the region. The negative impact is that no compensation is received by agricultural land owners, farmers, and the surrounding community, but this does not occur in Jatiluwih Village. The positive externalities that emerge play a more prominent role in keeping Jatiluwih green and keeping the role of subak alive to this day. One of them is by providing appropriate compensation to farmers through free fertilizer, training, and outreach to farmers. Even the local community is facilitated in carrying out traditional and religious ceremonies because the government and traditional officials very well regulate compensation in Jatiluwih Village.

CONCLUSION AND RECOMMENDATION

Subak's World Cultural Heritage (WBD) status has social, cultural, and economic impacts on the Jatiluwih Subak Landscape. The demand side shows a higher number of tourist visits to Jatiluwih tourism objects which shows an increase in demand for the subak landscape as a tourist destination. The existence of the subak landscape has a positive impact on tourism activities and an impact on increasing the income the village feels. Even though it has a positive economic impact, preservation and efforts to maintain the World Cultural Heritage must still be carried out. An analysis related to conservation methods and the role of stakeholders in the Jatiluwih area will be an interesting topic.

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