

Ulun Danu Bratan Spiritual Tourism Attraction: Scenario of Regional Economic Acceleration

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ABSTRACT

The heavy area of long hair ulun danu bratan is located in the village of Candikuning, Tabanan. It is sustainable for development as a spiritual tourist attraction because it is situated in a cool lake area and is one of the nine kahyangan jagat that surround Bali, making it one of the important temples for people's lives. This research seeks to determine how tourism with spiritual nuances helps accelerate the welfare of the people in the region. This study identifies, assesses, and synthesises research findings and concepts that have been produced in the form of exploratory narratives using methodical, explicit, and descriptive analysis techniques. According to the study's findings, spiritual tourism is a new trend in the growth of high-quality travel since it may help organise sociocultural life with varied originality as a means of boosting local revenue, generating employment, and attempting to raise community standards of living. This is a fantastic chance for the area to prioritise tourism with a spiritual focus in order to accelerate its economic growth in a sustainable way.

INTRODUCTION

With an average value of 13.94 billion USD, the tourist industry has contributed significantly to Indonesia's economic growth. From 6.78 billion USD in 2022 to 14 billion USD in 2023, 16.70 billion USD in 2024, and 18.27 billion USD in 2025—a growth of 9.411 percent—the tourism industry earned foreign exchange (Statistik, 2026). The increase was caused by the full reopening of international borders and the easing of travel restrictions in 2023, which resulted in a foreign exchange increase of more than 106%, from US\$ 6.78 billion to US\$ 14 billion in just one year, surpassing the Pre-Pandemic Era. In 2024, tourism foreign exchange receipts (US\$ 16.70 billion) managed to match and surpass Indonesia's tourism foreign exchange record prior to the COVID-19 pandemic (US\$ 16.91 billion in 2019). The Ministry of Tourism and Creative Economy also projects that by the end of this year, there would be over 17 million international visitors, which will generate about Rp in foreign exchange and contribute 4.7% of the GDP. 24.7 T.R. In addition to bringing in foreign investment, industry, and visitor spending, the tourism sector is also anticipated to be able to generate employment, which will accelerate economic growth and development. (Yasa, 2020).

The public's interest in special interest travel is growing (Sanjaya et al., 2019). Globally, the market for special interest travel reached 3.49 trillion USD, or Rp. 52.4 quadrillion in 2023 (assuming an exchange rate of Rp 15,016), or around 10–15% of the world's tourism market. Additionally, the market for special interest travel is projected to reach USD 26.9 trillion, or Rp403.15 quadrillion, in 2032, or an average of 22.7 percent for the next ten years. This increase takes into account the increased popularity of special interest travel, particularly among travellers, millennials, and baby boomers. According to (Arismayanti et al., 2020), the implications of the shift in tourism orientation necessitate a change in the orientation of tourism product development from tourism products with the concept of mass tourism that emphasises quantitative aspects to a quality tourism concept that is orientated towards environmental preservation and community cultural values, developing local communities including providing great benefits to local communities, and long-term benefits. Reorienting tourism development is necessary due to the shift in tourism direction(Suarta et al., 2022).

To anticipate the present shift in tourism patterns, it is necessary to monitor the growth of rural areas as tourist destinations (Gao, 2020). The creation of tourist towns is one of the initiatives the Regional Government has implemented in the tourism sector to anticipate visitor orientation (Sanjaya et al., 2019). Improving tourism items, particularly tourist attractions, and service quality in accordance with visitor preferences is a logical outcome of the growth of tourist communities. Local communities must be involved for this progress. The resources and distinctiveness of local communities in the form of both physical and non-physical elements (tradition and culture) that are inherent in these communities are the primary factors driving the development of tourist attractions, which is why local communities play an important role in the development of tourist attractions(Sanjaya et al., 2025) .

One of the most popular travel destinations worldwide is Bali. One of the main industries supporting Bali's economic growth is tourism. Bali's economic growth rate can reach 5.08 percent in 2025 thanks to the tourism industry's contribution to the province's 23.07 percent domestic product. Beneath the rhetoric of tourism's contribution to GDP formation, it turns out that Bali tourism faces a complex domestic and international market situation. This is due to both the shift in tourism market interest and the creation of ten new Bali tourist attractions in Indonesia, as well as a shift in the orientation of tourist travel that is more toward special interest tourism, which emphasises the elements of experience, uniqueness, authenticity, and respect for the environment and local cultural customs (Damanik & Simanjuntak, 2021). This trend has an effect on travellers' growing desire to travel to places with tourist attractions in both rural and regional locations. Reorienting tourism development is necessary due to the change in visitor expectations. In order to anticipate changes in tourism trends, it is necessary to respond to and implement the development of village areas as tourist attractions (Hou et al., 2023). The development of spiritual-based tourism is one of the strategies proposed as an anticipation and response to the phenomenon of orientation change in tourism, given that Bali has significant potential for spiritual tourism development due to its location, which is thought to be able to provide the power of peace vibrations (Demolingo et al., 2020).

One aspect of tourism that might promote the presence of tourists in a destination is tourist attractions (Le Hong & Hsu, 2022). Candikuning Village, a tourist destination in Tabanan Regency, offers a range of attractions, including unique natural culture and natural tourism. This tourist destination is appropriate for the growth of Lake Bratan, which is the primary tourist destination. Many parts of Bali are thought to receive their water from Lake Bratan; in fact, Subak in Bali believes that Lake Beratan, along with Lake Buyan and Lake Tamblingan, is the primary supply of irrigation water. The Hindu population on the island of Bali considers the area surrounding Lake Bratan to be extremely sacred. In addition, this area is rich in sacred values, such as efforts to safeguard natural resources in accordance with the concepts of bineda, mountain sea, and purusa pradana. This is demonstrated by the Hindu community's cosmological presence in the Lake Bratan region, which promotes environmental preservation and the growth of tourism destinations. The nature of traditional culture or the nature of tourist destinations near the natural world serve as the foundation for the development of tourist attractions. In order for the local community to own and run the tourist facilities, they are developed on a small scale. Nevertheless, in practice, these concepts have not been effectively utilised in the construction of Lake Bratan tourist attractions. In the future, human resources with a solid grasp of the intricacies of tourism development will be needed for the development of tourist attractions.

LITERATURE REVIEW

Tourism Theory

In the modern sense, tourism is a phenomenon that is based on the need for health and a change of scenery, a conscious evaluation of the beauty of

nature, the pleasures and pleasures of the universe, and, most importantly, the increased association between nations and classes in human society as a result of the growth of commerce and the advancement of transportation methods (Sanaqulov, 2024).

In many developing nations, tourism is becoming more widely acknowledged as a catalyst for economic expansion and job prospects (Suyatna et al., 2024). It has been demonstrated that tourism has helped lower poverty rates even in several developing African nations; however, government policies that actively participate in creating regulations for tourism development play a major role in determining the success of the tourism sector's development (Mandić et al., 2024). Important aspects of the concept of tourism include the existence of travel, either alone or in groups, from a location other than their place of residence to another temporary location with the intention of enjoying leisure, personal growth, or learning about the distinctiveness of tourist attractions visited for a brief period of time; they do not receive payment but rather act as consumers (Bašić et al., 2025). Locations with tourist attractions are more commonly referred to as tourist destinations.

Well-Being Theory

The state of people's lives, as evidenced by their standard of living, is a condition known as community welfare. According to (Wilson & Wilson, 2021), community wellbeing is the culmination of people's options and their ability to select amongst them. Welfare will be at its highest level if people are able to read, eat, and exercise their right to vote. The welfare of the community is a measure of the outcomes of community development in attaining a better life, which includes enhancing the capacity and equitable distribution of basic needs like food, housing, health, and protection; raising the standard of living and income levels; improving education; paying more attention to culture and human values; and expanding the economic scale and availability of social choices from individuals and nations. According to (Reck & Seibold, 2023), welfare is the satisfaction of each person's social, material, and spiritual requirements as well as a sense of security derived from interactions free from external pressure.

Welfare is the satisfaction of basic human requirements like food, clothes, and housing as well as additional needs like health, education, social connection, and the ability to practise one's religion in accordance with one's views. According to (Arrow, 2024) welfare also refers to the sense of security and contentment that each person experiences when engaging in their daily activities and without worrying about their future circumstances.

Spiritual Tourism

The shift in the global tourist paradigm from merely seeing to feeling one's existence is reflected in spiritual tourism. According (Sharma & Arora, 2024) spiritual tourist locations serve as transitional spaces that aid in the shift from the turmoil of the world to the necessary human serenity. One of the types of special interest tourism that is expanding the fastest in the current era is spiritual tourism (Soi et al., 2023). Spiritual tourism emphasises inward travel, the pursuit of life's purpose, soul repair, and a closer relationship with oneself,

nature, or the One Power, in contrast to mainstream tourism, which concentrates on physical recreation and visual consumption.

METHODOLOGY

A descriptive analysis approach is used in this work. By employing systematic, explicit, and repetitive methods to identify, assess, and synthesise research findings and ideas that have been produced by researchers and practitioners in the form of explanations or discussions of a theory or findings or research topics, this study explains how the area has developed into a spiritual-based tourism destination. The purpose of a literature review is to offer a theoretical framework for further investigation into the breadth or depth of previous research on a subject under study.

RESEARCH RESULT AND DISCUSSION

Spiritual tourism in economic development

Spiritual tourism is a new trend as a high-quality tourist development strategy because it may offer historical treasures and organise sociocultural life with a variety of unique cultures as a tool for economic acceleration and strength to enhance the community's quality of life. According to (Rafidinal & Amalia, 2019) spiritual tourism is a type of special interest tourism model that has been operating for a long time. It involves regular people travelling to specific locations that are thought to have a sacred atmosphere and having in-person encounters with saints based on their beliefs. The khitaḥ of the set of exercises is to gather answers about the topics they discuss, including religion, spirituality, and rituals. This serves as their motivation and rationale for travelling.

According to (Ruru et al., 2022) the United Nations has declared 2025 to be the International Year of Sustainable Tourism for Development. As a result, it is anticipated that the tourism industry will be able to become an economic engine while making a substantial contribution to the advancement of diverse cultures, environmental preservation, social interaction maintenance, cultural heritage protection, and global peacekeeping.

The Tourism Council and Travel Tourism Economic (2022) discovered that in 2016, the tourism industry directly contributed USD 2.30 trillion, or 3.1 percent of the global Gross Domestic Product (GDP), based on data published by World Travel. The tourism industry's total contribution in 2016 was USD 7.61 trillion, or 10.20 percent of the global GDP, and it is predicted to grow by 3.9 percent to USD 11.51 trillion in 2027. The average annual growth for the time series for the 2017–2027 period is expected to reach 4.0 percent. Based on employment absorption, the tourist industry can employ 292 thousand people, or around 9.6% of the global workforce, with an investment of 806 billion USD, or roughly 4.4% of all global investment.

The magnitude of the tourism sector's contribution to economic growth and development, as indicated by the data above, has implications for how urgent it is for each country, region, and area to pay attention to the availability of a decent business environment, policies that can encourage the development of tourism that is more thematically orientated, such as culture, spiritual

tourism, and so on, in response to the shift in tourist orientation in making visits, and the necessity of tourism interconnectivity between regions that follow the characteristics of local culture, thereby creating simultaneous development from both economic and sociocultural perspectives (Alcalá-Ordóñez & Segarra, 2025).

Development of Lake Bratan Tourist Attraction

It is anticipated that tourists will be drawn to Lake Bratan and the cultural tourism of Ulun Danu Temple, which is situated on the lake's shore and is thought by the Hindu community to be Dewi Sri, the goddess of prosperity. The following approach is used to manage tourist attractions. (a) setting up parking spaces for fishing, camping, parasailing, canoeing, and boating around Lake Bratan; (b) setting up Bratan Ulun Danu Temple by constructing kurung and bentar temples; expanding parks in the temple area and lakeside; and constructing children's playgrounds and playgrounds; and (c) enhancing the park's appearance by setting up flower gardens and planting 6000 begonia seeds, which are frequently used by tourists for selfies.

The goal of developing tourist attractions using the diversity approach is to make visitors comfortable and satisfied. The Ulun danu Bratan Festival, which takes place every July and August for an entire month, is one example. It is anticipated that more tourists would visit Lake Bratan and Ulun Danu Temple as a result of this celebration. Every Sunday and Wednesday, the festival showcases a variety of artwork from the Candikuning Satakan Village region. Shaking, line dancing, art okokan, and other activities are on exhibit. This is an attempt to boost tourism and contribute to the preservation of local culture.

The balance of the local ecology and culture must be the focus of the administration of Lake Bratan tourist attractions. As the manager, the local government must take it seriously. If the manager ignores the synergy of the local ecology and culture, it will lead to environmental issues in Candikuning village, such as boat activities near the lake that have a physical impact and cause erosion from the waves. The lake water becomes murky due to direct contact with the propeller boats. The photosynthetic process of underwater vegetation, including algae, can be hampered by the turbidity of lake water. Fish and other fauna numbers will decline as a result of the loss of different flora along the lakeshore, which will raise the water's temperature and reduce the amount of organic matter that aquatic life uses as fuel (Badan Pusat Statistik, 2020).

To prevent additional harm, the development of tourist attractions in Bratan must take the local ecological and cultural balance into consideration. For the benefit of the society, tourist attractions must be carefully planned and organised, with a focus on harmony with nature through the concept of tri hita karana. In order to maintain the balance of nature based on the spirit of cosmology that is still firmly held by the surrounding community in the mythological portrait of awig awig and religious systems, the community must actively participate in the realisation of Hindu cosmological values in the

process of developing tourist attractions. This will be crucial given that the direction of tourism travel has changed over the past 20 years.

To compete with tourist attractions from other areas, the development of tourist attractions must preserve authenticity. The primary draw for someone to visit a location is the tourist attractions on exhibit. Because of this, local knowledge and cosmology must be strengthened to preserve the natural balance in order to preserve the authenticity of the tourist attractions offered (Adams, 2022).

Development of Danu Bratan Tourism Attraction as a spiritual tourist attraction: Regional economic development strategy

According to (Sukaatmadja et al., 2023) spiritual tourism is a subset of travel that has pretences associated with spirituality. Today's tourism is associated with both material and spiritual experiences that are supposed to enhance travellers' quality of life. Spiritual tourism is a type of high-quality travel that has room to grow as most visitors are from educated backgrounds, it respects local culture, and it loves the environment.

Administratively, Ulun danu Bratan is a tourist destination in Candikuning Village, Baturiti District, Tabanan Regency, Bali. It is 50 kilometres north of Denpasar City, the provincial capital of Bali, and can be reached by road in approximately 1.5 hours (Badan Pusat Statistik, 2020). The Ulun Danu Bratan tourism destination, which is overseen by village customs and the local administration, boasts a breathtaking natural setting with verdant hills and refreshing air. Both domestic and foreign visitors must visit this location because it is one of the landmarks. Table 1 below shows how many tourists have visited:

Table 1. Number of visits by domestic tourists and foreign tourists in 2019-2024

Type	Year	Visited	Percentage
Domestic tourists	2019	262.681	47.36
	2020	81.891	97.53
	2021	149.621	99.10
	2022	172.792	95.78
	2023	323.076	86.97
	2024	326.169	0.95
Quantity		1.316.230	
Foreign Tourists	2019	291.951	52.64
	2020	2.075	2.47
	2021	1.364	0.90
	2022	7.613	4.22
	2023	297.831	381,2
	2024	302.807	1.67
Quantity		903.641	

Source: Bali Provincial Tourism Office, 2025 (processed data)

Table 1 provides information on the average fluctuation in tourist visits over the last six years (2019–2024), including both domestic and foreign visitors. With 291,951 visitors in 2019 and 83,966 in 2020, the highest and lowest numbers of tourists arrived, respectively. Ulun Danu's weight reached a level of 71.23 percent. The situation started to improve the following year (2021) despite the possibility of being impacted by Covid-19 transmission and the Covid-19 mass vaccination policy. This was made possible by creative measures taken by the local government and the Bratan Lake manager, such as setting up parking facilities, organising the temple of Ulun Danu objections, including the construction of Kurung Temple and Bentar Temple, expanding the garden in the temple area and by the lake.

The foundation of the belief system is realised through religious practice. Hindus believe that human attempts to carry out holy acts actualise harmony between humans and environment. ceremonial sacrifices made during the day to the gods that reside in the highlands (Sanjaya, 2020). Lake Bratan is regarded as a sacred site by Hindus in Bali. The temples surrounding the lake serve as a symbol of the lake's holiness. Ulun Danu Bratan Temple, Penataran Agung Temple, the lakefront Lingga Petak Temple, Dalem Purwa Temple, Prajapati Temple, and Taman Beji Temple are the pretences. The temple serves as a location to worship the majesty of God in his incarnation as the god Tri Murti and to pray for the universe's preservation, human welfare, fertility, and prosperity. The Hindu community holds the region surrounding the temple and the lake to be extremely sacred due to the tremendous spiritual power of these temples. Every five years, a danu kerthi ceremony is held to preserve the lake's purity. (Krisna Sanjaya, Urmila Dewi, 2020).

Spiritual tourism is a tangible example of high-quality travel since it honours local customs and values the environment, and the majority of its participants are educated members of the upper middle class. The Ulun Danu Bratan area in Candikuning Village has a temple that is one of the nine Kahyangan Jagat temples that surround Bali, making it one of the most significant temples for the Hindu community's way of life. This makes the area suitable for development as a spiritual tourism destination (Dewi, 2013). Penataran Agung Temple, Dalem Purwa Temple, Taman Beji Temple, Lingga Petak Temple, Prajapati Temple, and Buddha Stupa are the five temple complexes that make up Ulun danu Bratan Temple. The following are possible destinations for spiritual tourism that could be created:

1. Physical-based spiritual tourism

Physical activity to reach a particular level of spirituality, such as fragmentaris, body workout or yoga, or rejang renteng row dance, which is done during pujawali at the temple, is typically associated with the possibility of physical activity-based spiritual tourism.

2. Creativity-based spiritual tourism

the possibilities of traditional ideas and creativity-based spiritual tourism like Speed. Mapeed is a special custom. In order to bear taxes, Balinese ladies of all ages walk hand in hand in a tidy and organised manner. The term "pajeggan" refers to a collection of fruits and different types of traditional

Balinese snacks that are arranged in a tray with convex decorations. Hindus perform this ritual to show their appreciation to Sang Hyang Widhi Wasa.

3. Spiritual tourism based on spiritual activities

The existence of temples near Lake Bratan, including Penataran Agung Temple, Lingga Petak Temple, Dalem Purwa Temple, Prajapati Temple, Taman Beji Temple, and Buddha Stupa, which are fostered villages, indicates the potential for spiritual tourism based on spiritual activities among the Hindu community in Candikuning Village. In order to ask for the gifts of fertility, wealth, human well-being, and the sustainability of the cosmos, the temple is a place to worship the majesty of God in his appearance as the god Tri Murti.

4. Spiritual tourism based on religious ceremonial activities

Because of the *kliwon wuku julungwangi*, the majority of the Hindu religious hamlet of Candikuning consistently performs the *shraddha bhakti* of the creator through the *Pujawali* rite at the Ulun Danu temple, which takes place every six months. On some days, such as *Purnama*, *Tilem*, *Galungan*, and other Hindu religious holidays, which are frequently observed in group prayers, glory ceremonies based on religion may also be performed in addition to *pujawali* ceremonial activities. Conducting a *melasti* ceremony or cleaning the ceremonial spaces is another common practice.

This is highly promising for Tabanan Regency, which places the tourism industry as one of the main pillars of the local economy. It is a very significant opportunity because it offers a variety of cultures, customs, religious systems, and local knowledge that can be developed in an organised and integrated way as a means of boosting economic growth. In this regard, the growth of the tourism industry, particularly spiritual tourism in the Ulun Danu Bratan region, must be planned in order for the development and utilisation of tourism resources to significantly contribute to the implementation of the tourism industry's role as a leading sector in future economic development.

According to (Adwitya Sanjaya et al., 2023), Tabanan Regency has a strategic opportunity to boost its economic development through tourist routes that have spiritual breath. This spiritual tourism object do along with Badung, Denpasar, and Gianyar Regencies, Candi Kuning Village in Tabanan Regency with the Ulun danu Bratan area as a tourist destination is one of the hubs of economic growth in Bali Province, fostering a mindset that tourism as an economic backer has promising potential. Developing the Ulun Danu Bratan region into a spiritual tourist destination is one of the tactics. In reality, this ideal traveller honours regional customs and cherishes the environment.es not only discuss religion; people are inclined to talk about spirituality because they are seeking peace and harmony in their lives.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

In addition to Badung, Denpasar, and Gianyar Regencies, Candi Kuning Village in Tabanan Regency, which has the Ulun danu Bratan area as a tourist attraction, is one of the hubs of economic growth in Bali Province. Maintaining the belief that tourism as an economic supporter has promising potential, one tactic is to develop the Ulun danu Bratan area as a spiritual tourist destination.

Recommendations

In reality, the spiritual tourism approach honours regional customs and values the natural world. Tabanan Regency has a strategic opportunity to boost its economic development through tourist routes with a spiritual bent by focusing on people's inclination to talk about spirituality rather than just religion. People are seeking harmony and peace in their lives.

ADVANCED RESEARCH

Future studies should focus more on analyzing the variables influencing tourist visitation rates to Ulun Danu Bratan. Further research could also examine how coordination between the government and relevant stakeholders influences the quality of tourist attractions, particularly those with a spiritual focus.

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