Cultural Capital as the Basis for Developing Tourism at Kuta Traditional Village

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This study was conducted at Kuta Traditional Village, the first traditional village which has been growing fast as a tourist destination. Its tourist facilities are integrated with the facilities needed by the villagers. There were three problems discussed in this study; they are how the cultural capital was used as the basis for developing tourism, what factors caused the cultural capital to be used as the basis for developing tourism, and what was the meaning of the cultural capital used as the basis for developing tourism at Kuta Traditional Village. Qualitative method was used and the data were analyzed descriptively, qualitatively, and interpretatively. In general, this study was aimed at identifying the new understanding of the cultural capital used as the basis for developing tourism, especially at Kuta Traditional Village. In the socio-cultural level, the process of domination and subordination was identified to take place dynamically following the development of global tourism. In the individual level, on one hand, the process of resistance in the symbolic manipulation of market ideology and the struggle for cultural identity was shown by the villagers to maintain the traditional village; on the other hand, cultural identity reproduction took place to fulfill what was motivated and desired by tourists. In addition, the process of globalization also took place so that tourism would develop sustainably.

Keywords: Kuta traditional village, glocalization and cultural capital.