

SENI PERTUNJUKAN PARIWISATA DALAM PERSPEKTIF EKONOMI PEMBANGUNAN

NI MADE RUASTITI

ABSTRACT

This small paper mainly discuss about the art performance that is packed for tourism purposes which is indirectly becoming the asset of the Balinese culture tourism. This study based on the cultural economic development approach.

Bali, which potentially develops its sector in culture tourism, has an important role in increasing the income of the Balinese society to achieve the development that has been planned. Culture tourism is one kind of tourism, which relies on the functional relationship between art and culture.

One of the cultural activities that are the most frequent related to tourism is art performance, which is classified as art co modification. This kind of performance is the imitation of the element of the traditional art, which mostly has religious atmosphere. This co modification is packed in such away to meet the market needs that has the following forms : imitation from the original (traditional), the form of the performance is without political needs, good arrangement in its choreographer, loose in its sacred value, varieties in its kinds and cheap.

Most of Balinese people agree that the existence of the co modification art has a positive impact to the sustainability of Balinese culture. They predict that without the existence of this co modification art, '*seka-seka*' as the traditional organization will never be able to run their organization very well because of lack of money. This will exactly threatened the previous art performance. For that reason then the art society, think that there is a mutual relationship between tourism and the existence of the art organization in Bali