

LANGUAGE, CULTURE, AND TOURISM: THE ROLE OF THE BALINESE LANGUAGE IN PRESERVING CULTURAL HERITAGE IN BALI

I Gede Astawa¹, I Wayan Sukita²

Akademi Pariwisata Denpasar^{1,2},

Correspondence Author: astawa.akpardps@gmail.com

Informasi Artikel

Article History;

Received: 29-05-2026

Revised : 07- 06- 2026

Accepted: 22-06-2026

Published: 01-07- 2026

Kata Kunci:

Bahasa Bali; pariwisata budaya; keaslian budaya; keberlanjutan linguistik; pelestarian budaya

Keyword:

Balinese language; cultural tourism; cultural authenticity; linguistic sustainability, cultural preservation

Abstrak

Artikel ini bertujuan untuk mengkaji peran dan relevansi bahasa Bali dalam kegiatan pariwisata budaya di Bali. Bahasa Bali memainkan peran sentral dalam mendefinisikan tradisi budaya pulau ini dan menghubungkan komunitas, namun juga terancam oleh perkembangan pariwisata yang didorong oleh modernisasi dan globalisasi. Penelitian ini menggunakan metode tinjauan literatur, mengumpulkan dan menganalisis data dari buku-buku, jurnal, dan artikel online yang relevan. Kesimpulan makalah ini menekankan pentingnya kerja sama antar pemangku kepentingan untuk mengembangkan strategi terintegrasi yang menggabungkan upaya pelestarian bahasa Bali dengan praktik pariwisata berkelanjutan. Pendekatan kolaboratif ini diharapkan dapat memastikan keberlangsungan bahasa Bali sebagai bagian hidup dari warisan budaya Bali. Implikasi penelitian ini adalah kebutuhan untuk mengintegrasikan bahasa Bali ke dalam pengembangan pariwisata budaya di Bali, serta dukungan dari berbagai pihak untuk melestarikan bahasa lokal sebagai identitas budaya. Hal ini dapat memberikan manfaat bagi pelestarian budaya Bali serta keberlanjutan industri pariwisata di wilayah tersebut.

Abstract

This paper aims to examine the role and relevance of the Balinese language for cultural tourism activities in Bali. The Balinese language plays a central role in defining the island's cultural traditions and connecting communities, but it is also threatened by tourism development driven by modernization and globalization. The research uses a literature review methodology, collecting and analyzing data from relevant books, journals, and online articles. The conclusion of the paper emphasizes the need for cooperation among stakeholders to develop integrated strategies that combine efforts to preserve the Balinese language with sustainable tourism practices. This collaborative approach is expected to ensure the ongoing presence of the Balinese language as a living part of Bali's cultural heritage. The implication of this paper is the necessity of integrating the Balinese language into the development of cultural tourism in Bali, as well as support from various parties to preserve local languages as a cultural identity. This can provide benefits for the preservation of Balinese culture as well as the sustainability of the tourism industry in the region.

INTRODUCTION

As one of the most well-liked travel destinations worldwide, Bali is renowned for its breathtaking beaches, deep cultural heritage, and exciting nightlife (Hitchcock, 2023). The tourism industry plays a major role in the island's economy, as millions of tourists visit its shores year to take in its natural beauty and kind hospitality (Grigson, n.d.). Along with bringing prosperity to the local economy, the inflow of tourists has raised worries about overdevelopment and environmental deterioration. Bali's distinctive fusion of tradition and modernity draws tourists from all over the world, despite these difficulties.

Bali provides visitors looking for a tropical escape an experience they won't soon forget thanks to its stunning scenery and friendly locals. Explore this enchanted island's abundance of attractions, which range from the famous rice terraces of Ubud to the busy districts of Seminyak. There is definitely something for everyone in Bali, whether the goals are to unwind on the beach, savour delectable regional food, or fully immerse yourself in the lively Balinese culture. (Edgell Sr, 2019; Lambert, 2009; Sofield, 2003).

Sustainable tourism activities represent one of the ways Bali is striving towards this equilibrium (Andrariladchi, 2021; Dewi et al., 2023; Jamaluddin et al., 2021). On the island, programmes like trash management, beach clean-ups, and eco-friendly lodging are becoming more and more common. Travellers may contribute to preserving Bali's natural beauty for future generations by supporting these projects. Furthermore, local communities are becoming more and more active in tourism-related activities, making the experience more genuine and advantageous for both visitors and locals. Bali is a destination that offers breathtaking scenery and diverse cultural experiences, but what really makes it stand out is its sense of community and sustainability, which aims to protect these natural wonders for future generations.

Responsible tourism has also been more popular in Bali in recent years, as more and more hotels and tour companies have adopted eco-friendly policies, waste management programmes, and plastic-free rules (ESCAP & Network, 2021; Samantarai & Perepu, 2021). These initiatives promote the livelihoods of the Balinese people and the local economy in addition to helping the environment. Visitors may positively impact the island and guarantee that its beauty and culture are preserved for future generations by opting to stay at eco-friendly accommodations and engaging in community-based tourist activities. It's vital to recognise that, despite the potential benefits of responsible tourism, the travel and tourist sector as a whole nevertheless makes a substantial contribution to both environmental damage and the commercialization of culture.

Moreover, as a result, it is critical that travellers educate themselves about the possible repercussions of their decisions and make an effort to patronise establishments that place a high value on sustainability and the welfare of the community (Davies & Cahill, 2000). Visitors may contribute significantly to the promotion of responsible tourism practices and the long-term health and vitality of places like Bali by being aware of their effect and making thoughtful decisions when travelling. It is ultimately the responsibility of each traveller to accept accountability for their activities and make a constructive contribution to the destinations they visit.

Previous studies have explored how indigenous languages underpin cultural authenticity sought by travelers (Picard, 1990; Reisinger, 1994). Others find that community participation in language-based tourism enhances socio-economic impacts (Whitney-Squire, 2019). Conversely, researchers warn of globalization marginalizing languages (Septiyana & Margiansyah, 2018). Some propose regenerative tourism and education as revitalization strategies (Carolina, 2023; Suprastayasa & Ariasri, 2023). This paper builds on such work to specifically assess the Balinese language's tourism relevance. Moreover, studies done by (Carr et al., 2016) highlight the importance of language in connecting individual Indigenous peoples with their collective identity and empowering Indigenous communities to participate in the development and

implementation of tourism initiatives. They also emphasize the need to respect Indigenous language and knowledge exchange protocols, which are interwoven with land, governance, responsibility, and community in Indigenous philosophies (Meissner, 2023). In summary, this paper aims to examine the cultural and historical significance of the Balinese language, explore its role in tourism development in Bali, and discuss strategies to ensure its preservation.

METHOD

This study employed a qualitative library research design to explore the role of the Balinese language in preserving cultural heritage and supporting cultural tourism in Bali. Library research was selected because the study focuses on examining and synthesizing existing scholarly knowledge, theoretical perspectives, and empirical findings related to language preservation, cultural identity, and tourism development. The research process consisted of several stages: identifying the research topic and formulating research questions; selecting relevant literature sources; collecting and organizing data from scholarly materials; critically reviewing and categorizing the data; interpreting the findings; and drawing conclusions based on the analyzed evidence (Lawrence Neuman, 2014; Moleong, 2019).

Data were collected using a documentation study technique. Documentation study is a method of gathering data through the examination of written documents and archived materials produced by other parties. Such documents may include books, scientific journal articles, research reports, policy documents, and other relevant records that provide information related to the research topic (Creswell & Creswell, 2017; Moleong, 2019; Sugiyono, 2010). In this study, the primary data sources consisted of academic books, peer-reviewed journal articles, and credible online publications discussing the Balinese language, cultural heritage, language preservation, cultural tourism, and sustainable tourism development.

The collected data were analyzed qualitatively through a thematic analysis approach. Relevant information from the selected sources was identified, classified, and interpreted according to major themes, including the cultural significance of the Balinese language, its contribution to tourism development, challenges posed by globalization and modernization, and opportunities for language revitalization through tourism initiatives. The analysis aimed to identify patterns, relationships, and insights across the literature to develop a comprehensive understanding of the role of the Balinese language in sustaining Bali's cultural heritage.

RESULTS AND DISCUSSION

1. History and Importance of Balinese Language

1.1 Origins of the Balinese language

Most people who live in Bali speak the Balinese language, sometimes called Bahasa Bali, which is a Malayo-Polynesian language (Shibatani & Artawa, 2015). Its origins are in the old Sanskrit language, and over the decades, Javanese, Dutch, and other languages have impacted it (Hunter Jr, 1988). Derived from the ancient Brahmi script, the language is written in the Balinese script. Since numerous rituals, rites, and traditional arts are performed and passed down through the language, the Balinese language is vital to the preservation of the people's culture and customs. Acquiring knowledge of Bahasa Bali can facilitate visitors' interaction with the island's locals and offer a fuller understanding of the island's unique history and customs. For instance, the Balinese language is used to recite prayers and mantras during traditional Balinese events like

Galungan or Nyepi, which helps participants feel more connected to their ancestors and spiritual beliefs. Learning Bahasa Bali can also improve visitors' entire cultural experience in Bali by facilitating their interaction with merchants and navigating through local markets. It is crucial to remember that cultural awareness extends beyond linguistic ability, thus, merely learning Bahasa Bali does not ensure a stronger bond with the locals. Furthermore, depending only on language proficiency could result in misconceptions or incorrect readings of traditions and practices, which could unintentionally offend.

In order to guarantee the preservation and celebration of Bali's distinctive customs and way of life for many years to come, a thoughtful and sustainable approach to tourism is required. Travellers may empower and improve the communities they visit by appreciating and respecting the local culture, which in turn fosters a sense of community and pride among the locals. Travellers may genuinely contribute to the preservation of Bali's unique identity and the advancement of a more ethical and responsible tourism industry by engaging in meaningful interactions and supporting local businesses. Through a commitment to cultural immersion and appreciation, tourists can forge enduring bonds and make memories that extend beyond simple sightseeing, so creating a positive legacy that will benefit Bali's current and future generations.

1.2 Balinese Language and Its Significance in the Culture

The language, which is integral to the identity and traditions of the island, is one of the most important facets of Balinese culture. With its own alphabet and various dialects, the Balinese language, also referred to as Bahasa Bali, is a distinctive and sophisticated tongue (Kwary et al., 2018). For the Balinese people, it is not just a way of communication but also a representation of their cultural pride and history. Travellers can engage more authentically with the community and have a richer experience during their visit by learning the Balinese language, which can give them a greater understanding and respect of the local culture.

Travellers can gain deeper insight into the subtleties of Balinese habits, traditions, and beliefs by learning the language by heart (Vickers, 1989). They are better able to travel the island, interact more deeply with the people, and take part in cultural events. Gaining an understanding of Bahasa Bali can lead to special experiences like participating in customary rituals, discovering undiscovered treasures off the main route, and developing sincere relationships with Balinese people. In the end, learning the language can improve travel experiences and promote a greater understanding of respect and admiration for different cultures.

Speaking Bahasa Bali allows visitors to better engage with the locals and demonstrate their respect for their culture (Parwati, 2018). It enables more genuine connections and a deeper comprehension of Bali's rich cultural heritage. Furthermore, having the ability to converse in the local tongue might open doors to amazing experiences and unanticipated surprises for individuals who rely only on English. Essentially, learning Bahasa Bali involves more than just memorising words and phrases; it also entails fully integrating oneself into Balinese culture and developing enduring relationships with both the locals and the island.

1.3 The Role of language in Balinese Rituals and Ceremonies

The Balinese language plays a crucial role in Balinese culture by serving as a means of communication deeply intertwined with the island's distinct cultural history and traditions. It is the language of prayers, rituals, and storytelling, connecting generations through its poetic nuances. Balinese is not only a tool for daily communication but also a carrier of cultural heritage, reflecting the island's unique identity and history. The language is essential for preserving and passing down traditional knowledge, religious

practices, and social customs from one generation to the next, contributing to the preservation of Balinese culture amidst globalization and modern influences. Additionally, the Balinese language is a key element in maintaining the sacredness of ceremonies and rituals, emphasizing the importance of language in upholding the authenticity and spiritual significance of cultural practices. Its role extends beyond mere communication, acting as a vessel for cultural expression, identity, and continuity within the Balinese community

In Balinese rituals and rites, language is an essential tool for communication between the spiritual world and the community (Sartini et al., 2020). To appropriately honour the gods and ancestors, each ceremony has its own unique prayers, chants, and incantations that must be chanted in the Balinese language. The Balinese people's cultural heritage and customs are preserved through the employment of this sacred language, which also lends the rites a feeling of authenticity and reverence. Furthermore, the language employed in ceremonies frequently has rich metaphors and symbolic connotations that express the spiritual significance of the occasion, greatly boosting the attendees' spiritual experiences. Language is a potent instrument that helps people feel a sense of togetherness and belonging within the community as well as a connection to their cultural heritage. The Balinese people are able to preserve the values and beliefs that have been passed down through the centuries and keep a close connection to their past by using this sacred language (Astiti et al., 2020). It gives community members a sense of pride and belonging by serving as a reminder of their identity and ancestry. The Balinese people are able to maintain and thrive their cultural traditions for the benefit of future generations by conserving and utilising this language in their ceremonies and rituals. In the end, language is vital to maintaining the Balinese people's unique cultural fabric and fortifying the ties that bind them together as a people.

1.4 Preservation Efforts and Challenges Facing the Balinese Language

The difficulties facing the Balinese language and preservation initiatives have also gained a lot of attention in recent years. Concern over the possible extinction of regional languages and dialects is growing as modernization and globalisation continue to have an impact on the island. Despite these challenges, community-led projects and educational activities have been set up to protect Bali's linguistic legacy and guarantee that coming generations can go on speaking their native tongue. For instance, in order to guarantee that pupils are fluent in both languages, nearby schools have started offering Balinese language instruction in addition to Bahasa Indonesia. Furthermore, language classes and events have been arranged by cultural organisations to educate locals and visitors alike on the value of maintaining Balinese dialects. However, some critics contend that given Bahasa Indonesia's growing prominence in media and daily contact, these measures might not be enough to stop the extinction of Balinese languages. In the future, Balinese dialects may be further marginalised due to the younger generation's predilection for using more commonly spoken languages like Mandarin and English. The growing influence of Bahasa Indonesia and other commonly spoken languages may outweigh the need for language workshops and events, even though they might assist increase awareness of the value of maintaining Balinese dialects. In the long run, maintaining Balinese language diversity may be severely hampered by the younger generation's preference for English and Mandarin.

2. Impact of Balinese Language on Tourism

2.1 Cultural Authenticity and Preservation of Traditional Practices

Discovering venues that provide a true local experience in terms of language and customs has made cultural authenticity and the preservation of traditional practices increasingly important in the tourism sector (Picard, 1990). Since the Balinese language is both a representation of the island's rich cultural legacy and a medium of communication, it is essential to preserving its authenticity. The local community can highlight its distinct identity and draw tourists who are curious to learn about and engage with Bali's traditional language and customs by incorporating the Balinese language into tourism initiatives, such as language classes for guests or signage in both Bahasa Indonesia and Balinese. As a result, the Balinese language may be supported in its efforts to survive and grow alongside the more widely spoken languages in the area.

Moreover, encouraging the local population to employ Balinese in tourism can benefit them financially. Local companies can draw in a certain group of tourists who are eager to learn about and immerse themselves in Balinese culture by providing language instruction or cultural activities that include the language. Businesses may see a rise in revenue as a result, and the community may see an increase in job prospects. The local community can also promote a sense of pride and connection to their cultural heritage by emphasising the value of the Balinese language in tourism initiatives. This will further strengthen the bonds between generations and ensure the continued transmission of traditional knowledge and customs. Ultimately, the local community can preserve its distinct culture and generate long-term economic prospects for future generations by realising the importance of the Balinese language in tourism. Using the Balinese language in tourism initiatives can also draw more tourists who are eager to experience the region's rich cultural traditions. This may result in higher tourism-related income, which may then be used to fund community development and preservation initiatives. Ultimately, promoting the Balinese language in tourism not only helps the local economy but also keeps the Balinese people's cultural legacy safe for future generations.

2.2 Cultural Tourism Attractions for Balinese Language and Customs Learning

Providing immersive experiences for cultural visitors is one strategy to further promote the Balinese language and culture (Picard, 1990; Reisinger, 1994). This could involve guided tours that emphasise the role that language plays in Balinese rites and traditions, or homestays with Balinese families where guests can practise speaking the language in a relaxed environment. The local community can conserve its linguistic legacy and promote a greater understanding of Bali's complex cultural tapestry by giving visitors the chance to interact meaningfully with the language. In order to create a more inclusive and sustainable kind of tourism that benefits all parties, it might also be beneficial to collaborate with nearby schools and universities to offer language exchange programmes or seminars. Through the integration of language into cultural experiences, tourists can acquire a more profound comprehension of the customs and ceremonies that distinguish Bali. This may result in a more genuine and engaging travel experience, enabling visitors to establish stronger ties with the community. All things considered, language is essential to Bali's cultural identity preservation and promotion, which makes it a vital component of the island's attempts to promote sustainable tourism.

Moreover, language can act as a conduit for meaningful exchanges between visitors and residents, removing obstacles and creating sincere bonds. Learning a few words or phrases in the native tongue allows tourists to express their respect and admiration for the culture they are experiencing. This little endeavour can have a significant impact on fostering constructive relationships and understanding amongst various cultural groupings. This can therefore result in more considerate and responsible tourism activities that put the environment and community's welfare first. In the end, language may be a potent instrument for encouraging eco-friendly travel behaviours that are

advantageous to the travel destination and its populace. Travellers who make the effort to pick up the language are not only improving their ability to communicate with locals, but also dismantling barriers that frequently separate them from tourists. This may result in travel experiences that are more genuine and meaningful as well as a deeper understanding of the rich cultural legacy of the place. Travellers can positively influence the people they visit and help preserve traditional rituals and practices by speaking the language of the area they are visiting. Accepting linguistic diversity can improve tourism's overall sustainability and promote a stronger sense of mutual respect and connection amongst individuals from different different backgrounds.

2.3 Contribution to the Local Economy through Language-Based Tourism Activities

Contribution to the local economy through language-based tourism activities, such as language classes or guided tours led by local guides, can also benefit the community by providing job opportunities and supporting small businesses. By engaging in language immersion experiences, tourists can not only enhance their own travel experiences but also contribute to the sustainable development of the destination they are visiting (Whitney-Squire, 2019). This type of cultural exchange can create a more interconnected and harmonious global community, where individuals from different backgrounds can come together to learn from and appreciate one another. Ultimately, the ability to speak the local language can serve as a bridge between cultures, fostering greater empathy and understanding in an increasingly diverse world.

Language immersion has cultural advantages, but it also has financial benefits for both visitors and local companies. Travellers who try to pick up and utilise the language have a greater tendency to patronise small enterprises that might not have employees who understand English. In addition to strengthening the local economy, this can develop a more sustainable tourism sector. Additionally, tourists can develop a deeper understanding of the destination and its people by interacting with local populations in their native tongue, which can result in more meaningful and genuine travel experiences.

Tourists might help in the preservation of cultural history and traditions by patronising small shops and speaking with residents in their native tongue. In the tourism business, this can serve to foster diversity and prevent the homogeneity of locations. Furthermore, stronger connections between visitors and locals—one that promotes respect and understanding—can result from language immersion. The destination gains from language immersion in the end, in addition to the individual traveller.

3. Challenges and Opportunities

3.1 Threats to the Balinese Language from Globalization and Modernization

Threats from industrialization and globalization affect the use and preservation of the Balinese language. These dangers include the loss of Balinese lexicons as a result of modernity undermining traditional communication, the deterioration of cultural values leading to language extinction, and the effects of global influences on language use and social classification within Balinese culture. Furthermore, the commercialization of ceremonies and rituals may result from the commodity of Balinese culture for tourism-related financial benefit, which could lessen the authenticity of the culture. Initiatives like language documentation, revitalization programs, and encouraging the use of Balinese in various media platforms are all part of the efforts to conserve the language. Despite these initiatives, the established linguistic and social hierarchical systems inside society

are under threat from shifting global influences and social dynamics (Septiyana & Margiansyah, 2018; Sukanadi et al., 2022; Ulinnuha & Lutfia, 2021).

There's a chance that Balinese will become less and less common as more people travel to Bali and more people speak English. But there are also chances to use cultural and educational activities to revive and advance the language. Both visitors and residents may cooperate to make sure that the Balinese language continues to be a dynamic aspect of the island's cultural character by realising the significance of language preservation. Ensuring the survival of the Balinese language for future generations can be achieved by implementing measures such as teaching it in schools and universities and putting it into official government documents. It can also be maintained that native language is important and relevant in daily life by encouraging people to speak it in their homes and communities. Both visitors and residents can support the Balinese language's ongoing vitality and cultural value on the island by embracing and enjoying it. In the end, maintaining the language is crucial to maintaining Bali's distinctive history and identity. Its status as the primary language of Balinese culture can be further cemented by encouraging the language's usage in the media, literature, and arts, among other spheres of society. This keeps the Balinese language alive for years to come and helps to bridge generational gaps while also fostering a sense of pride and community among the people. Protecting the rich history and customs that make Bali a really unique and culturally varied destination requires embracing the language in all of its forms.

Olko (2021); Grenoble (2021); and Carr et al, (2016) further clasify some challenges associated with using toursim to revitalize endangered languages, namely lack of authentic language use, limited economic benefits, resistance from authorities, limited community engagement, funding challenges, limited impact on language vitality, and sustainability. First, while tourism initiatives can increase visibility for endangered languages, they may not necessarily lead to authentic language use. For example, airline employees may use a few words in the endangered language for decorative purposes, but this does not necessarily foster actual language use or show its utility. Secondly, while tourism can generate economic benefits for local communities, it may not be enough to sustain language revitalization efforts. Revitalization requires a long-term commitment and investment, which may not be fully supported by tourism revenue alone. Thirdly, some governments may see language revitalization as a step towards self-governance and autonomy, which can lead to resistance. This can hinder the implementation of revitalization initiatives, even if they have potential financial benefits. Forthly, while tourism can bring people together and create closer community ties, it may not be enough to offset the isolating effects of modern society. Community-based revitalization programs are essential for fostering a sense of shared purpose and community engagement. Fifthly, creating cultural infrastructures and digital tools for language revitalization initiatives requires substantial funding. Local communities and municipalities may struggle to secure funds locally and may need to look for support from regional, federal, or state agencies and institutions, or even private foundations. Sixthly, it is difficult to estimate the exact impact of touristic interest on the vitality and use of endangered languages. While initiatives may increase visibility and generate economic benefits, they may not necessarily lead to a significant increase in language use. Seventhly, tourism initiatives for language revitalization need to be sustainable in the long term. This requires ongoing support, investment, and community engagement to ensure the success of the revitalization efforts.

3.2 Opportunities for Language Revitalization through Tourism Initiatives

Tourism initiatives can provide opportunities for language revitalization through various means. One approach is regenerative tourism, which can help save endangered Indigenous languages by promoting responsible travel and fostering cultural exchange

(Carolina, 2023). Another strategy is marketing language revitalization, which involves developing tourist enclaves that showcase unique local languages and creating both physical and digital museums to preserve and promote these languages (Olko, 2021). These initiatives can generate economic benefits for local communities, increase community engagement, and stimulate positive language attitudes (Olko, 2021). However, it is challenging to quantify the exact impact of tourism on language revitalization, as it is just one of many factors that contribute to the vitality of a language (Olko, 2021).

Moreover, Balinese language revitalization can be supported by tourism projects in a number of ways, including encouraging local businesses to use Balinese in their signage and communications, offering Balinese language classes to visitors, and incorporating traditional language and cultural elements into travel experiences. These initiatives can foster cross-cultural understanding among guests and aid in the preservation of the Balinese language (Ulinnuha & Lutfia, 2021). Language preservation is also supported by educational tourism initiatives such as BIPA (Indonesian for Foreign Speakers), which can draw tourists eager to study Balinese and Indonesian (Suprastayasa & Ariasri, 2023).

3.3 The Importance of Education and Community Involvement in Preserving the Balinese Language

Participating in the community and promoting education are important ways to maintain the Balinese language. We can make sure that the language is preserved for future generations by actively collaborating with educational institutions and neighbourhood associations (Pramartha et al., 2020; Susiani, 2021). For those wishing to study and practise Balinese, language classes and seminars can offer a wealth of information and assistance. By means of these activities, we can cultivate a feeling of pride and ownership among the community members, consequently promoting a more profound understanding of the language and its cultural significance. We can make sure that the Balinese language is a vital and essential component of Balinese identity for many years to come by cooperating to promote and protect it. In addition, promoting the language and encouraging its use in daily interactions can be accomplished by working with local government and commercial organisations. Signage, menus, and other materials in Balinese can be placed in public areas to raise awareness of the language among locals and tourists alike. The relevance of the Balinese language within the community can also be strengthened by organising cultural events and festivities that showcase its beauty and richness. By working together, we can build a legacy that will be cherished and preserved for upcoming generations.

CONCLUSION

This study examined the significance of maintaining the Balinese language in relation to cultural tourism and heritage preservation in Bali. The analysis demonstrates that the Balinese language functions not only as a communication medium but also as a critical component of the island's cultural identity and intangible heritage. Embedded within rituals, traditional arts, and everyday social interactions, the language serves as a vehicle for transmitting cultural knowledge, values, and spiritual traditions across generations. Consequently, its preservation is closely linked to the continuity of Balinese cultural practices.

The findings also indicate that the Balinese language contributes significantly to the authenticity of cultural tourism experiences. Language acts as a symbolic and interpretative medium through which visitors engage with local traditions and cultural

meanings. The presence of Balinese linguistic elements in tourism activities—such as cultural performances, guided tours, and community-based tourism experiences—enhances visitors' understanding of local culture while strengthening the cultural distinctiveness of Bali as a global tourism destination.

However, the sustainability of the Balinese language faces increasing challenges due to globalization, modernization, and the growing dominance of widely used languages such as Indonesian and English in tourism and public communication. These pressures may gradually reduce the functional use of the language, particularly among younger generations. Without coordinated preservation efforts, the linguistic heritage that underpins Bali's cultural identity could be weakened over time.

Despite these challenges, the study identifies important opportunities for language revitalization through integrated strategies involving tourism, education, and community participation. Tourism initiatives that incorporate language learning, cultural immersion programs, and community-based activities can promote linguistic awareness while generating economic benefits for local communities. At the same time, educational programs and digital documentation initiatives can support intergenerational language transmission and expand access to linguistic resources.

From a theoretical perspective, this study highlights the importance of considering language as a key dimension of cultural sustainability within tourism research. The findings suggest that linguistic heritage should be recognized as an integral component of cultural authenticity and destination identity. From a practical standpoint, policymakers, tourism stakeholders, and educational institutions should collaborate to develop policies and programs that encourage the active use of the Balinese language in cultural activities, tourism interpretation, and public spaces.

In conclusion, preserving the Balinese language is essential not only for safeguarding cultural heritage but also for maintaining the authenticity and sustainability of cultural tourism in Bali. Integrating language preservation within tourism development strategies can contribute to a more balanced model of tourism that supports both cultural continuity and local economic development.

REFERENCES

- Andrariladchi, H. (2021). *Developing Tanjung Kelayang as a new Bali: an analysis of sustainable tourism policy and implementation*.
- Astiti, M. S., Wardarita, R., & Fitriani, Y. (2020). The preservation of Balinese spoken language at the Ngaben and Potong Gigi Event. *Jadila: Journal of Development and Innovation in Language and Literature Education*, 1(2), 139–149.
- Carolina, J. (2023). *No Title*. <https://adventure.com/tourism-restoring-threatened-indigenous-language-culture/>
- Carr, A., Ruhanen, L., & Whitford, M. (2016). Indigenous peoples and tourism: the challenges and opportunities for sustainable tourism. *Journal of Sustainable Tourism*, 24(8–9), 1067–1079. <https://doi.org/10.1080/09669582.2016.1206112>
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approach*. Sage publications.
- Davies, T., & Cahill, S. (2000). *Environmental implications of the tourism industry*.
- Dewi, A. A. S. L., Rahayu, M. I. F., & Wibisana, A. A. N. A. (2023). Green tourism in sustainable tourism development in Bali based on local wisdom. *Jurnal Dinamika Hukum*, 23(1), 111–130.
- Edgell Sr, D. L. (2019). *Managing sustainable tourism: A legacy for the future*. Routledge.
- ESCAP, U. N., & Network, I. B. A. (2021). *Towards a roadmap for inclusive business in wellness tourism in Indonesia*.

- Grenoble, L. A. (2021). Why revitalize? In J. Olko & J. Sallabank (Eds.), *Revitalizing endangered languages: A practical guide* (pp. 9–32). Cambridge University Press. <https://doi.org/DOI: 10.1017/9781108641142.002>
- Grigson, P. (n.d.). *Tourism powers economies and supports communities*. Retrieved April 20, 2024, from https://indonesia.embassy.gov.au/jakt/AR16_001.html
- Hitchcock, M. (2023). *Tourism, development and terrorism in Bali*. Taylor & Francis.
- Hunter Jr, T. M. (1988). *Balinese language: historical background and contemporary state*. University of Michigan.
- Jamaluddin, M. F., Hadian, M. S. D., & Nugraha, A. (2021). Concept of balance in the Hindu-Balinese community for sustainable tourist park spatial planning. *Gondang*, 5(2), 193–203.
- Kwary, D. A., Sartini, N. W., & Artha, A. F. (2018). *The socio-cultural dimensions of Balinese vocabulary in the Indonesian comprehensive dictionary*.
- Lambert, E. (2009). *Nature island tourism: Applying an eco-tourism sustainability framework to the island of Dominica*. University of Waterloo.
- Lawrence Neuman, W. (2014). *Social research methods: Qualitative and quantitative approaches*. Pearson.
- Meissner, S. N. (2023). “World”-traveling in Tule Canoes: Indigenous philosophies of language and an ethic of incommensurability. *Hypatia*, 38(4), 849–870. <https://doi.org/DOI: 10.1017/hyp.2023.82>
- Moleong, L. J. (2019). *Metodologi penelitian kualitatif*. PT Remaja Rosdakarya Bandung.
- Olko, J. (2021). Economic benefits: Marketing and commercializing language revitalization. In J. Olko & J. Sallabank (Eds.), *Revitalizing endangered languages: A Practical guide* (pp. 140–155). Cambridge University Press. <https://doi.org/DOI: 10.1017/9781108641142.010>
- Parwati, S. A. P. E. (2018). Language phenomena of tourism enterprises in Bali. *Journal of Applied Studies in Language*, 2(2), 124–134.
- Picard, M. (1990). “Cultural tourism” in Bali: Cultural performances as tourist attraction. *Indonesia*, (49), 37–74.
- Pramartha, C., Iswara, I., & Mogi, I. K. A. (2020). Digital humanities: Community participation in the Balinese language digital dictionary. *Jurnal Sistem Informasi (Journal of Information System)*, 16(2), 18–30.
- Reisinger, Y. (1994). Tourist—host contact as a part of cultural tourism. *World Leisure & Recreation*, 36(2), 24–28.
- Samantarai, M., & Perepu, I. (2021). Finding a green solution to plastic: Kevin Kumala’s cassava bags. *IUP Journal of Entrepreneurship Development*, 19(3).
- Sartini, N., Artawa, K., & Sukiada, N. (2020). Revitalization of farming rituals as part of language maintenance of Balinese registers: A Language and cultural studies. *Proceedings of the Third International Seminar on Recent Language, Literature, and Local Culture Studies, BASA, 20-21 September 2019, Surakarta, Central Java, Indonesia*.
- Septiyana, I., & Margiansyah, D. (2018). Glocalization of intangible cultural heritage: strengthening preservation of Indonesia’s endangered languages in globalized world. *International Conference on Contemporary Social and Political Affairs (IcoCSPA 2017)*, 85–88.
- Shibatani, M., & Artawa, K. (2015). 22 Balinese valency classes1. *Case Studies from Austronesia, the Pacific, the Americas, and Theoretical Outlook*, 1, 877.
- Sofield, T. H. B. (2003). *Empowerment for Sustainable Tourism Development*. Emerald Group Publishing Limited.
- Sugiyono, D. (2010). *Memahami penelitian kualitatif*.
- Sukanadi, N. L., Wedasuwari, I. A. M., Sari, N. W. E., & Indrawati, I. G. A. P. T. (2022). Potential, challenges and opportunities of Balinese language in the middle of

- globalization effects. *International Journal of Linguistics and Discourse Analytics*, 4(1), 65–72.
- Suprastayasa, I. G. N. A., & Ariasri, N. R. (2023). BIPA (Indonesian for Foreign Speakers) as an educational tourism program in Bali: Opportunities and challenges. *LACULTOUR: Journal of Language and Cultural Tourism*, 2(1), 11–17.
- Susiani, K. (2021). Maintenance efforts of Bali culture and language through local content in primary schools. *Bisma The Journal of Counseling*, 5(1), 9–15.
- Ulinnuha, H., & Lutfia, N. S. (2021). Balinese rituals & language: Facing globalization (part 2). Retrieved July, 9, 2021.
- Vickers, A. (1989). *Bali: A paradise created*. Periplus Editions.
- Whitney-Squire, K. (2019). Sustaining local language relationships through indigenous community-based tourism initiatives. In *sustainable tourism and indigenous peoples* (pp. 90–110). Routledge.