

Planning for Eco-Spiritual Tour Packages in Tourism Development in Taro Village, Gianyar Regency

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Abstract: Taro Tourism Village is located in Tegallalang District, Gianyar Regency, Bali. The people of Taro Village have a sacred customary forest, Pura Agung Gunung Raung and Subak, rituals/customs that are still maintained, and a culture of protecting the environment according to the trihitakarana philosophy. Taro Village is being planned towards an Eco-Spiritual Destination where the village benefits from existing tourism while maintaining the natural beauty, preserving historical heritage, conserving the white bull, which is sacred to Balinese Hindus, and maintaining culture and customs. In planning the eco-spiritual tour package, it is packaged into two packages, namely Trihitakarana Journey in Taro Village and 1 day Trihitakarana Journey in Taro Village.

Keywords: Tourism village, tourism, eco-spiritual tourism.

I. INTRODUCTION

Taro Tourism Village is a tourist village located in a strategic area because it is flanked by two famous tourist destinations in Bali, namely Ubud (south) and Kintamani (north). Even though it has only been seriously worked on as a tourist village in 2018, Taro Village, through its White Lembu Foundation, has won the Kalpataru award from the Indonesian Government. The award was given to the White Lembu Foundation because it was considered successful in conserving nature in the category of environmental protection. This white lembu is one of the main tourist attractions in Taro Village. In addition, Taro Village also received an award as an Archipelago Tourism Village in 2019, and currently, Taro Village is one of 9 villages in Bali which is included in the 244 list of tourist villages developed by the Ministry of Tourism and Creative Economy (Kemenparekraf) RI in 2021 and directed towards the category of independent tourism. Taro Village is a tourist village that is classified as advanced and continues to improve itself by overcoming obstacles in developing tourism. Even though the tourism sector in Bali was almost paralyzed due to the COVID-19 virus pandemic, Taro Village is still visited by tourists.

Tourist visits to Taro Village in 2020 were quiet only in May, June, and July because they were temporarily closed, while the following month, the number of visits to Taro Village continued to exist even in the midst of the COVID pandemic. Even so, the Taro Village Pokdarwis explained that the COVID-19 pandemic had greatly affected their target market. Initially, the target market for Taro Tourism Village was foreign tourists, but during this pandemic, the target market changed to domestic tourists. The tagline of Taro Tourism Village has also changed, from "An Authentic Rural Experience" to "An Eco-Spiritual Destination." Change to an "Eco-Spiritual Destination".

According to Smith and Kelly (2006), spiritual tourism is any type of activity and/or therapy aimed at developing, caring for, and improving the soul, body, and spirit. Ecotourism, according to The Ecotourism Society (1990), is a person's tourism journey carried out to an unspoiled area with the aim of conserving, preserving, and also the welfare of the people in the area. According to Fandeli (2000), the principle of ecotourism has an inseparable part in minimizing negative impacts on the surrounding environment through conservation efforts, by maintaining the quality of the environment and local culture, as well as by being able to empower the economy of the surrounding community. So an "eco-spiritual destination" is a tourism destination that combines natural tourism and spiritual tourism products.

A tour package is a tour trip to one or more tourist destinations that is composed of various specific travel facilities in a fixed travel program and is sold at one price, covering all components of the trip (Utama, 2014:37). In making a tour package, there are several things that must be considered and the stages that must be covered. According to Camilleri (2019:4), the following things must be considered by tour package planners, namely identifying why people travel, when is the right time for the trip, and what is the motivation for choosing a vacation destination. Patterson (2007: 84) reveals that a tour package is a combination of two or more elements with an attractive price offer. The researcher chose a topic related to planning eco-spiritual tour packages in an effort to develop tourism in Taro Village. To plan tour packages that can be carried out by tourism stakeholders in Taro Village

II. LITERATURE REVIEW

In making a tour package, there are several things that must be considered and the stages that must be done. According to Camilleri (2019:4), the following things must be considered by tour package planners, namely identifying why people travel, when is the right time for the trip, what is the motivation for choosing a vacation destination. Tourism planning according to Suyitno (2006:22) requires stages that include:

- a. Market diagnosis, characteristics of the preparation of tourism products must be consumer oriented to determine market conditions and needs.
- b. Formulation of goals, must be able to answer questions from 5W + 1H, namely: what (what) - what tour will be arranged, why (why) - why the tour was arranged, who (who) - who will be involved in the tour, when (when) - when the tour was held, where (where) - where the tour was held, how (how) - how the tour was organized.
- c. Observation, connecting the hypothesis with the reality in the field.
- d. Data analysis is intended to determine strategies for achieving goals, identifying obstacles that may arise in the process of achieving goals, looking for alternatives that may be taken.
- e. Determination of plans, improvements and processing of the analysis to produce plans to be implemented.
- f. Implementation of plans, real activities in initiating and monitoring the achievement of predetermined goals.

Furthermore, Suyitno (2006:68-69) also added that from the point of view of its preparation, package tours are divided into two, namely (1) ready made tours, package tours that are arranged without waiting for requests from prospective participants, and (2) tailored made tours, package tours whose preparation is carried out after a request from prospective participants.

III. RESEARCH METHODS

A descriptive qualitative technique is used in this study. In qualitative analysis, according to Miles and Hubberman (2005), three streams of analytical operations occur simultaneously: data reduction, data presentation, and conclusion drafting or verification. In the Taro Tourism Village, tourism attractions and tourist activities are identified. So get a conclusion from planning the tour package after lowering the data in the analysis and presenting it in the form of planning a tour package.

Primary and secondary sources were employed in this research. Data is collected in both qualitative and quantitative formats. Data gathering procedures included direct observation of the Taro Tourism Village, interviews with Pokdarwis from the Taro Tourism Village, local communities, and tourists, and documentation in the Taro Tourism Village.

IV. RESULTS AND DISCUSSION

Existing Conditions of Taro Village

Taro Tourism Village is located in Tegallalang District, Gianyar Regency, Bali Province. Geographically, Taro Village is part of the Munduk Gunung Lebah area, a plateau that stretches from north to south flanked by two rivers, namely the Oos Ulu Luh river in the west and the Oos Ulu Muani river in the east. These two rivers then merge on the western edge of Ubud Village, known as Campuhan Ubud. The Taro Traditional Village area consists of 14 Traditional Villages namely, Sengkaduan, Alas Pujung, Tebuana, Let, Pisang Kaja, Banana Kelod, Patas, Belong, Puakan, Pakuseba, Taro Kaja, Taro Kelod, Tatag, and Ked Traditional Villages. Taro Village is also the 2nd largest village in Bali, where Taro Village has 14 official and customary banjars with an area of approximately 14 KM². In the north, Taro Village is bordered by Apuan Village, Kintamani, in the east by Sebatu Village, Tegallalang, in the South it borders Kelusa Village, Tegallalang, in the

West it is bordered by Puhu Village, Payangan. Taro Tourism Village is located between 2 famous tourism destinations in Bali, namely Ubud (south) and Kintamani (north). For this reason, accessing this tourist village is fairly easy by using a motorbike, car or bus because the physical access in the form of a highway is fairly good.

The people of Taro Village have a sacred customary forest (Alas Taro), relics of the past in the form of Pura Agung Gunung Raung and Subak, rituals and customs that are still maintained, and a culture of protecting the environment according to the trihitakarana philosophy. Taro Village is the first village in Bali to have a law that supports recycling and already has facilities to manage 90% of household waste. Taro Village implements an environmentally friendly system that supports natural ecosystems and strives to create sustainable tourism.

Taro village is in a natural area with natural rules. Semara Ratih, which was built without destroying the existing natural order. The river in Semara Ratih is kept clean. There is a neat arrangement of bamboo trees and natural decorations. Taro Village routinely holds outreach or counseling regarding tourism activities. Such as about the importance of protecting the environment, where the village government, in this case, the pokdarwis of Taro village, socializes or educates students in schools about the dangers of waste, as well as how to process waste in Taro village, so that Taro village becomes clean and beautiful. Tourism activities in Taro also aim to make tourists love the environment and the existing culture more. There is also a White Ox Conservation, Bamboo Conservation, and Firefly Conservation, which are also tourist attractions in Taro Village. Thanks to tourism in Taro Village, the community's income has increased because new jobs have been opened. Taro Village is based on nature tourism, emphasizing conservation activities (white oxen, fireflies, bamboo forests), referring to sustainable tourism development, collaborating with various educational institutions both from within and outside the country, and providing benefits to the community. local economy.

Taro Tourism Destination Planning carried out by Pokdarwis of Taro Tourism Village is to make Taro Village an Eco-Spiritual Destination. Where the village benefits from existing tourism while maintaining natural beauty, preserving historical heritage, conserving white bulls which are sacred to Balinese Hindus and maintaining culture and customs. Tourists are expected to refresh their minds and spirits and love nature more and maintain its sustainability in Taro Village.

Identification of Tourist Attractions in Taro Tourism Village

Taro Village Eco-Spiritual tour packages can be made by collaborating or combining various elements of tourist attractions. The tourist attraction in Taro Village is a combination of ecotourism and spiritual tourism. Eco-Spiritual can make one realize how all living things and the environment are interrelated. A budding spiritual connection with the environment includes feeling oneness with the earth and all the living things that live in it. Eco-spirituality that is widely spread in the culture of the people of Taro Village include:

a. Subak and the Trihitakarana Philosophy

Taro Village is an old village in Bali that adheres to the Trihitakarana philosophy (three ways to get happiness through harmony and togetherness in people's activities). This philosophy has a concept that can preserve cultural and environmental diversity. The teachings of tri hita karana emphasize three human relationships in life in this world, namely the relationship with fellow humans, the relationship with the natural surroundings, and the relationship with God which are interrelated with each other. The people in Taro Village always maintain a balance between the material (sekala) and non-material (niskala) worlds.

Subak is a complex water management system for rice fields that is based on natural ecosystem buffers. Subak has been in Taro since 7M. Subak is not only an irrigation system but also a cultural way of sustainability and water management in Taro Village. Subak (Kelihan Subak) is responsible for regulating irrigation, coordinating seed planting and transplanting of seedlings to achieve optimal growing conditions, as well as for organizing ritual offerings and festivals at the subak temple. In Balinese culture and Balinese Hinduism, water is a sign of divinity and is one of the most sacred parts of the world. The water is pure and symbolizes the way of God. Therefore, even though it is used for agriculture, it has a very large cultural and religious component in the subak system. The most important thing found in the subak system is ritual ceremony activities.

b. Taro's Sacred Forest (Taro's Alas)

The Taro people have a sacred forest (Alas Taro) so that its naturalness is still maintained. it gives tourists a reflection of how the Taro forest was in the past, When Rsi Markandya came to find the holy light and spread the Hindu Dharma religion. This is also expected to give tourists motivation in protecting the forest as people in Taro Village do.

c. River (Semara Ratih fishing area)

Taro village has a clean river with shady trees. In the river there is an area called semara ratih which can be used for melukat (purification). Semara Ratih Delodsema Village was built in the middle of a bamboo forest and the nature of Taro Village is still preserved. Semara Ratih is a meeting of two springs in opposite directions which are believed to be able to give vibrations of peace, harmony and inner coolness. Semara Ratih is a manifestation of God in Hinduism who has the energy of love and compassion united in harmony, namely Semara is the God of Love and Ratih is the Goddess of Asmara.

d. Waterfall (Yeh Pikat)

Taro Village has a waterfall called Yeh Pikat Waterfall as high as 2m which is located between rock cliffs and has a water flow that is not too heavy. Yeh Pikat is a place where 2 rivers meet and Balinese people believe that this water has magical abilities in cleansing the spiritual element of humans, so this place is also used as a place to purify oneself (melukat).

e. Fireflies Garden (Fifty Conservation)

Taro Village has a Fireflies Garden Tourist Attraction which is a restaurant with views of rice fields and firefly conservation. The current population of fireflies is very rare to find in cities with pollution, because fireflies only live in a comfortable environment, away from air pollution, water pollution, and the air is still fresh, cool and beautiful. The existence of these fireflies is proof that the environment in Taro Village is still clean and natural.

f. Agung Mount Raung Temple and White Lembu

Pura Agung Gunung Raung and Lembu Putih are relics of the past related to the history of Taro Village that still exist in Taro Village. Pura Agung Gunung Raung was built on a sacred point discovered by Rsi Markandya who was a propagator of Hinduism in Bali around the 7th century AD. This temple is the only temple in Bali that has four pedals or entrances in the four corners of the eye. winds are east, west, north and south. Pura Gunung Agung Gunung Raung is believed to be the center of the universe (the midpoint of the universe). While the white ox is a sacred animal that is sacred to the Balinese people. The White Ox is believed to be the Nandini Ox (Lord Shiva's mount) and is a symbol of Shiva's existence. Taro Village made a place to conserve the White Ox to keep it from becoming extinct. The white bull has an important role in traditional ceremonial rituals. The Lembu Putih Foundation also has an area for processing organic waste and making compost.

g. Culture, Rituals/Special Events of Taro

The people of Taro Village still carry out traditions and customs to this day. There is a unique ritual called Teg-Tegan which is performed after harvest. In this ritual, all Subak residents perform a special ceremony and then surround the rice fields and the temple as a sign of gratitude after the harvest. In general, the woman who makes the offering is raised above her head, but in Taro Village, at this ceremony, it is the man who carries the offering by carrying it on the right and left. The weight of the offering must be balanced. This ritual means that we must maintain a balance in life to live the meaning of life. A ritual that only exists in Taro Village is called the Mesagoh Ritual which is carried out once a year.

The culmination of this ritual is to offer a cow that is not yet mature enough to have its legs cut off. This cow is then cut off its legs and then goes around the temple area so that the blood is scattered. This ritual means that nothing can be achieved easily. Sometimes we need unimaginably great sacrifices to achieve it. In addition, Taro village also has the "Narnir" dance which is a sacred dance of the Taro Village community which is performed only during piodalan ceremonies at the temple, first performed at the Bali Arts Festival (PKB) in 2013.

h. Tegal Dukuh Taro (Tegal Dukuh Campground)

Tegal Dukuh Camp is a campsite containing tents built under hundreds of shady palm trees (sago). Tegal Dukuh Camp provides accommodation with a restaurant, free bicycles and a shared kitchen for cooking. Interesting activities that can be done here are cycling, trekking and cooking classes. In addition, there are educational tours, namely learning to make palm sugar and organic coconut oil (lengis tandusan).

i. Waste Management and Organic Fertilizer

Taro Village is the first village in Bali to have a law that supports recycling and already has facilities to manage 90% of household waste. Taro Village implements an environmentally friendly system that supports natural ecosystems and strives to create sustainable tourism.

Identification of Tourism Activities in Taro. Tourism Village

Activities that tourists can do at tourist attractions in Taro Village are:

- a. Trace the journey of Rsi Markandya by tracing the evidence of past relics in the form of subak, Pura Agung Gunung Raung, Lembu Putih and Alas Taro (done by trekking/cycling/ATV)
- b. Penglukatan in several areas, such as in Semara Ratih and Yeh Pikat Waterfall, which are believed to be able to give vibrations of peace.
- c. Praying at Gunung Agung Temple Mount Raung
- d. Enjoy the sunset with a view of the rice fields and see the fireflies at the Fireflies Garden
- e. Learn to make lungus barren oil and spend the night at Tegal Dukuh Camp
- f. Learn about how Taro Village manages organic waste into compost
- g. Pot painting done on used pots

In addition to the usual activities, there are several potential activities that can be held at Taro in the future, namely yoga, meditation, tree planting activities, learning to make taro pelinggih, learning dances typical of the Taro village or learning Balinese gamelan, watching Taro dances. In addition, there is an annual event for the celebration of Teg-Tegan and Mesagoh which can be packaged in special tour packages. lodging and souvenirs

Lodging available in Taro Village include Tegal Dukuh Camp which is a camping place under hundreds of sago trees, Jro Mangku House which is a means of accommodation in the form of a resident's house with Balinese architecture and Komang Petak House which is an accommodation facility that offers charm and the sensation of enjoying the beauty. fireflies. Typical souvenirs that can be purchased are palm sugar and organic coconut oil, lengis tandusan at Tegal Dukuh Camp, Taro Village, Lempog, Taro Organic Vegetables. The white ox is the hallmark of Taro Village. Tourists can see the typical Taro Pelinggih craftsmen in Taro Village, but tourists rarely buy them because of the size and cost. Souvenirs that can be developed in Taro are miniature white oxen and miniature pelinggih taro.

Planning Eco-Spiritual Tour Packages in Taro. Tourism Village

The distinctive product of the Taro tourism village is its Eco-Spiritual tourism. Eco-Spiritual Destination is a Tourism Destination that offers a blend of natural tourism and spiritual tourism products. The assets to develop Eco-Spiritual Tourism in Taro Village are nature, Taro's sacred places and storytelling about history and the values contained in the rituals/cultures that exist in Taro. When packaged in a tour package, it will grow spiritual value in a person and grow into a better human being. For example, when tourists come to the Fireflies Garden and see the presence of fireflies. Tourists will be given an idea that these fireflies are in Taro because the environment in Taro Village is still clean and natural, this rice field does not use hazardous materials so that tourists are expected to have a desire to protect the environment. Tourists can see how people take care of the environment by implementing the Tri Hita Karana philosophy of life and are expected to grow spirituality within themselves in Taro Village. According to I Ketut Wiana (2004) Tri Hita Karana emphasizes three human relationships in life in this world. The three relationships include relationships with fellow human beings, relationships with the natural surroundings, and relationships with God which are interrelated with one another.

In planning eco-spiritual tour packages, they are packaged in two packages, namely:

a. Trihitakarana Journey in Taro Village

This tour package will offer the natural beauty of the forest in the village of Taro by cycling. Tourists will go through Taro customs and are taken to feel flashbacks about Taro Village in the past. Not only that, tourists will also go through Pura Agung Gunung Raung and Lembu Putih which are landmarks of the Taro Tourism Village. After that, tourists will head to Semara Ratih to clean themselves. The next activity is to enjoy snacks and lunch at Semara Ratih which offers views of the bamboo forest and river with a clear flow. Thus, tourists have felt communicating with nature through cycling activities, relationships with God through melukat activities and relationships with humans through lunch events by talking about experiences about Taro Village.

Table 1: Ittenerray Tour Packages Trihitakarana Journey in Taro Village

Time	Place	Activity
10.00-12.30	Hutan Adat Taro, Pura Gunung Agung dan Lembu Putih	Cycling, Story Telling Taro History, Seeing Historical Heritage in Taro Village
12.45-14.30	Semara Ratih	Hug/clean up, have lunch

Source: Research result, 2021

Price: IDR 250,000. Minimum 2 pax, including local guide, welcome drink, mineral water, and lunch.

b. 1 day Trihitakarana Journey in Taro Village

This tour package will offer the natural beauty of the forest in the village of Taro by cycling. Tourists will go through Taro customs and are taken to feel flashbacks about Taro Village in the past. Not only that, tourists will also go through Pura Agung Gunung Raung and Lembu Putih which are landmarks of the Taro Tourism Village. After that, tourists will head to Semara Ratih to clean themselves. The next activity is to enjoy snacks and lunch at Semara Ratih which offers views of the bamboo forest and river with a clear flow. After lunch, tourists will be invited to Tegal Dukuh Camp to make barren galangal coconut oil which is a typical product of the people of Taro Village which can add a savory taste to every dish given this oil. Furthermore, tourists can see the process of making a pelinggih typical of Taro Village, a product of Taro craftsmen who also offer a miniature pelinggih typical of Taro and a miniature White Ox. To close the trip, tourists will be served with beautiful natural views of rice fields, sunsets, and fireflies at night while enjoying snacks and dinner. This package provides an attractive and educational experience that does not forget to include elements of trihitakarana (God, Nature, and Humans).

Table 2: Itinerary Tour Packages 1 day Tri Hita Karana Journey in Taro Village

Time	Place	Activity
10.00-12.45	Hutan Adat Taro, Pura Gunung Agung dan Lembu Putih	Cycling, Story Telling Taro History, Seeing Historical Heritage in Taro Village
13.00-14.30	Semara Ratih	Hug/clean up, have lunch
14.45-15.45	Tegal Dukuh Camp	Cooking Class,
16.00-17.00	Pengrajin	Witness and learn the making of taro pelinggih
18.15-20.00	FireFlies Garden	Enjoy the sunset view, have dinner and watch the fireflies

Source: Research result, 2021

Price: IDR 650.000/person minimum 2 Pax include Local Guide, Welcome Drinks, Mineral Water, Rent Bicycle, cooking class, Lunch, Afternoon Tea, Dinner

V. CONCLUSION

Eco-Spiritual Tourism is the right type of tourism to continue to be developed in Taro Village. Taro Village has a community that supports tourism, beautiful nature, interesting history and strong culture. Two eco-spiritual tour packages that can be packaged are the Trihitakarana Journey Tour Package and the 1 day Trihitakarana Journey in Taro Village. This package provides an attractive and educational experience that does not forget to include elements of Tri Hita Karana (God, Nature, and Humans). Through this tour package, it is hoped that tourists can refresh their minds and cultivate spirituality and a sense of love for nature.

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