



## **Implementation of Hindu Religious Education in Tourism Development Building Local Wisdom and Spirituality**

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### **Abstract**

This study reviews the implementation of Hindu Religious Education in tourism development in Bali with the functionality of local wisdom and spirituality. The rapid growth of the tourism sector in Bali threatens the preservation of local culture and spirituality. This research aims to identify the role of Hindu Religious Education in integrating spiritual and cultural values in tourism management while maintaining a balance between economic aspects and cultural preservation. Through qualitative methods with case studies, data was obtained from in-depth interviews with various related parties. The results of the study show that Hindu Religious Education plays an important role in maintaining and spreading Balinese cultural and spiritual values in the tourism sector. This integration also helps protect sacred places and religious practices from the negative impacts of tourism. However, the main challenge faced is the commercialization of tourism which can come at the expense of the preservation of cultural identity. Thus, tourism management that combines Hindu religious values and local wisdom offers a sustainable model and respects culture. It is important to find a balance between economic development and the preservation of Hindu cultural identity and spirituality in Bali in the long term.

**Keywords: Hindu Religious Education; Tourism; Local wisdom; Spirituality; Cultural Preservation**

### **Introduction**

Tourism has emerged as one of the most influential economic sectors in the world, offering a significant contribution to regional development, especially in countries like Indonesia. Bali, in particular, has become a global tourism icon known not only for its natural beauty but also for its deep-rooted Hindu culture and deep-rooted spiritual richness (Karmini, 2019). However, the exponential growth of tourism, particularly mass tourism, has raised concerns about the erosion of local identity, the commodification of cultural practices, and the dilution of the spiritual traditions that make up the essence of Balinese society.

The development of modernization often creates conflicts in cultures that are unavoidable. This occurs in various cases that have negative impacts, such as distortion, degradation, demoralization, development, economic aspects, and abuse of culture and religion. Thus, the transition from traditional Balinese culture to modern Balinese culture can be considered a serious, critical, and increasingly helpless threat. The growth and popularity of social media has changed the way we communicate, interact, and access information. The integration of Hindu Religious Education in tourism development presents a promising path to overcome these challenges.

As a system of values and teachings, Hindu Religious Education encapsulates local wisdom, ethical behavior, environmental harmony, and principles of spiritual awareness that are in harmony with the concept of sustainable tourism and respect for

culture. Previous studies Budiasih (2019; Normasonita (2024) have recognized the role of religious values in maintaining the sacredness of cultural sites and providing meaningful experiences for tourists. However, empirical research focusing on how religious education is systematically applied in the context of tourism whether targeted at tourists, local communities, or tourism managers remains limited. This research aims to examine the implementation of Hindu Religious Education in tourism development, with a special focus on promoting local wisdom and spirituality in Bali.

This research investigates how these educational values are integrated into tourism management, how they affect visitors and local stakeholders, and what challenges and opportunities arise from such integration. This approach is based on theoretical perspectives on the preservation of cultural heritage (Kutinlahti, Lähteenmäki-Smith and Konttinen (2006) spirituality in tourism Pittenger (2011) and local wisdom as a foundation for sustainable development (Pittenger, 2011; Pittenger, 2011).

Given the increasing pressures of globalization and the commercial nature of modern tourism, there is a need to develop a holistic and culturally rooted tourism model. Hindu Religious Education offers a framework that emphasizes balance through the *Tri Hita Karana* of the balance between human, nature, and divinity which can guide the development of tourism towards cultural integrity and spiritual enrichment. Thus, the study addresses critical gaps in tourism research by proposing a model of tourism governance based on religion and culture, which can serve as a replicable strategy for other regions facing similar cultural sustainability issues.

## Method

This research uses a qualitative research approach with a case study design, which aims to explore the implementation of Hindu Religious Education in the context of tourism development, especially its relationship with local wisdom and spirituality in Bali. A qualitative approach is considered appropriate to understand social phenomena in depth, especially those related to cultural and religious values. The primary data source in this study was obtained from the main informants who were directly involved in religion-based tourism activities. These include Hindu religious teachers (*pendharma wacana*), tourism destination managers, domestic and international tourists, and members of the local community. Informants were selected using intended sampling techniques, which allowed researchers to identify individuals with relevant practical knowledge and experience that aligned with the research objectives (Dzomeku, 2022). The data collection in this study involves several methods to gather comprehensive insights on the integration of Hindu Religious Education in tourism development. First, in-depth interviews were conducted with selected informants to capture their personal narratives and perspectives, providing a deeper understanding of their experiences and viewpoints. In addition, participatory observations are conducted at tourist sites with religious and spiritual significance to gain a contextual understanding of how Hindu values are reflected in tourism practices. Finally, a document review was conducted, analyzing materials such as tourism policy documents, community charters, and archives of religious events to explore how Hindu teachings are integrated into tourism management (Wahab, 2022). The data collection for this study involved various methods to gain a comprehensive understanding of the integration of Hindu Religious Education in tourism development. In-depth interviews were conducted with selected informants to capture their personal narratives and perspectives on the topic. Participatory observation takes place at tourism sites with religious and spiritual meanings, offering a contextual understanding of how Hindu values are applied in tourism practices.

In addition, a study of documents, materials such as tourism policy documents, community charters, and archives of religious events was carried out to examine the incorporation of Hindu teachings in tourism management. The collected data was analyzed using thematic analysis with the support of NVivo 12 software. This process involves encoding interview transcripts and observation notes, followed by categorizing the data into thematic groups that reflect the core concepts. By identifying patterns and relationships, the analysis highlights the role of Hindu Religious Education in preserving cultural identity, enhancing the tourist experience, and promoting sustainable tourism practices. This structured approach allowed the researchers to uncover the dynamics and challenges associated with integrating religious education into tourism development in Bali.

## Results and Discussions

### 1. The Role of Hindu Religious Education in Tourism

The concept of human life purpose in Hinduism encompasses four main aspects, namely *dharma*, *artha*, *kama*, and *moksha*, providing a deep understanding of the diversity of human life goals. According to Sukerti (2020) *dharma* refers to the concepts of truth and obligation, *artha* refers to material wealth or purpose, *kama* is related to worldly pleasures, and *moksha* indicates essential freedom or the achievement of oneness with God. In the Hindu concept, a balance between the ideal and material aspects of achieving life goals is essential. *Moksha*, as the highest goal in Hinduism, represents the ideal dimension of human life that leads to liberation from the cycle of birth and death (*samsara*) and the attainment of oneness with God.

Meanwhile, *kama* and *artha* represent the material dimension that includes aspects of worldly wealth and pleasures in everyday life. The *dharma*, in a broader sense, means not only the truth, but also the obligation that every human being has towards his fellow human beings, ancestors, society, and the world order. The *dharma* can be understood as a law that encompasses the spiritual, moral, ethical, and temporal aspects of human life. By understanding and living the concept of these four goals in life, humans are expected to achieve harmony between material and spiritual life, as well as develop an attitude of obligation, morality, and ethics that are in accordance with the teachings of Hinduism.

In living life, humans are reminded to preserve a balance between material goals and ideals to achieve true happiness and self-fulfillment. The implementation of Hindu Religious Education can play an important role in the development of tourism that prioritizes local wisdom and spirituality, especially in Bali, a well-known culture-based tourist destination. Hindu religious education is more than just providing knowledge about the teachings of Hinduism, it also equips locals and tourists with a deep understanding of the spiritual and cultural values embedded in every aspect of people's lives in Bali. By fostering a deeper understanding of Hinduism, both locals and visitors can better appreciate and preserve the culture and spirituality that make up Bali's identity.

Dana & Dana (2024) explains the importance of understanding religion as an integral part of a broader cultural system in responding to and giving meaning to religious phenomena, the role of symbols in religion that are not only abstract representations, but also shape the social order and human behavior in society. Religion acts as a complex cultural system and influences the social and individual order. One of the most significant ways Hindu Religious Education is implemented in tourism is by integrating religious teachings into the management of tourist destinations. Any culturally based tourism site must ensure that its management not only takes advantage of natural beauty but also incorporates the deep Hindu religious values that are intrinsic to Balinese traditions.

For example, sacred sites such as temples are not only treated as tourist attractions but are also respected and maintained with respect to their spiritual significance. This approach leads to tourism management that not only seeks economic benefits but also preserves the sacredness and religious significance embedded within these spaces. The role of local communities in this context is crucial. The integration of Hindu religious education not only educates tourists and tourism managers, but also empowers local communities socially, culturally, and economically. Local communities gain a deeper understanding of their cultural heritage, reinforcing their role as active participants in preserving the integrity of their spiritual and cultural practices. In fact, the application of Hindu religious education provides real benefits by creating a sense of belonging and pride in cultural preservation. For example, local artisans and performers may experience an increased demand for authentic cultural experiences that align with Hindu teachings. This leads to economic empowerment, as local crafts, rituals, and performances are more appreciated by tourists looking for a meaningful and immersive experience. Socially, the implementation of Hindu religious education strengthens community bonds as locals come together to protect and share their spiritual practices.

The community becomes more united, with each member playing a role in preserving cultural traditions. In addition, cultural tourism based on Hindu religious values helps people to foster social cohesion, as citizens are encouraged to engage in local festivals and religious ceremonies that attract tourists, thus building a sense of cultural pride and collective responsibility. However, there are challenges to maintaining a balance between tourism development and the preservation of this culture. The growth of mass tourism often brings with it the risk of cultural commodification, where Balinese traditions are diluted to meet tourist expectations or commercial interests. This can lead to an erosion of cultural authenticity, where the original meaning of ceremonies, rituals, and customs is overshadowed by profit-driven tourism.

The implementation of Hindu religious education helps alleviate this problem by reminding locals and tourists of the spiritual meaning behind every Hindu ritual and religious holy site. A prominent real example of the positive impact of the integration of Hindu religious education in tourism can be seen in the success of Les Village village in Bali. The community in Les Village has been actively participating in tourism management by integrating Hindu religious teachings in every aspect of their tourism offerings. The village has worked to ensure that tourists are not only exposed to Bali's natural beauty and culture but also educated about the deeper spiritual meaning behind cultural practices, such as religious rituals and funeral ceremonies without the use of fire and soil. It has empowered local communities by enhancing their role as custodians of culture while ensuring economic benefits through tourism revenues reinvested into community development and cultural heritage preservation. However, challenges remain. Mass tourism continues to encourage more commercial experiences that prioritize entertainment and profit over cultural integrity. As tourism grows in Bali, it is imperative for the community to stay engaged and vigilant, ensuring that Hindu religious education continues to inform tourism practices and local development strategies. Hindu religious education plays an important role in helping locals navigate the pressures of commercial tourism while preserving their cultural and spiritual values.

## **2. Spirituality Wisdom of Local Communities**

The implementation of Hindu Religious Education plays an important role in the development of tourism that prioritizes local wisdom and spirituality, especially in Bali, where Hindu culture and spirituality are closely intertwined in the daily lives of its people. In the Hindu concept, there is a belief that all human activities and activities can be

considered as *yajna*, which can literally be interpreted as a sacrifice or sacred act performed with full awareness and sincerity. In this context, the term *meyajna* refers to the sense that all aspects of human life, both temporal and spiritual, can be considered as part of the process of sacrifice or devotion to God, in accordance with the act of *yajna* carried out in Hinduism. Human life as a *yajna*, Hinduism emphasizes the importance of spiritual awareness in every action and engagement in daily activities.

Thus, the concept of *meyajna* affirms that all human activities, whether related to spiritual life or material life, can be carried out with a sense of awareness, sincerity, and responsibility, as a form of devotion to God and achieving unity and perfection in life. The preservation of Balinese cultural and spiritual values is an important aspect of this educational framework. As a world-renowned tourist destination, Bali faces significant challenges to maintain its cultural authenticity amid a surge in mass tourism. Hindu religious education can be a valuable tool in introducing teachings such as *the Tri Hita Karana*, a principle that teaches a balance between man, God, and nature.

By understanding these teachings, both locals and tourists can appreciate the need to preserve sacred places, religious ceremonies, and local traditions, all of which form the core of Balinese culture. Hindu religious education provides clear guidance on how to keep these values alive, ensuring these values thrive even as tourism continues to grow. In addition to preserving cultural stories, the role of spirituality in the tourist experience is also very important. Bali's appeal is not limited to its natural beauty but extends to its profound spiritual experiences, which are an integral part of the identity of the island of Bali. Hindu religious education enhances the tourists' experience by deepening their understanding of the meaning behind Hindu rituals, ceremonies, and symbols that exist in Balinese culture.

This knowledge allows tourists to engage with culture on a deeper level, fostering a meaningful connection with the island of Bali. By teaching tourists about the importance of each ritual and ceremony, they gain an enriched experience that goes beyond superficial visits, thus ensuring that their visit leaves a lasting and spiritually significant impression. The main challenge in this model is how to manage tourism without sacrificing the preservation of Balinese culture and spirituality. Mass tourism is often heavily focused on economic benefits, sometimes ignoring its impact on local culture and traditions.

To overcome this, Hindu-based education is very important. This ensures that tourism is not only driven by profit but also considers the long-term sustainability of the culture and the preservation of Bali's spiritual identity. Hindu religious education helps equip tourism managers, local communities, and tourists with the knowledge needed to maintain a balance between economic growth and cultural preservation. In line with the concept of Traditional Ecological Knowledge and Resource Management, Berkes (2017) explained that it combines the concept of traditional ecological wisdom with natural resource management.

Fikret Berkes highlights how local knowledge that has been passed down from generation to generation can play an important role in understanding and managing the environment. Presents an argument on the importance of respecting and utilizing traditional knowledge in maintaining ecological balance. Fikret emphasized that local wisdom can provide valuable insights in facing modern environmental challenges and developing sustainable solutions. To create a more sustainable and harmonious tourism model that is in harmony with the spiritual values of the local community, a holistic approach based on local wisdom is needed.

This approach integrates Hindu teachings into the management of tourist destinations while actively involving local communities in the process. Models based on

spirituality and local wisdom combine practices, rituals, and traditions that offer tourists deeper cultural insights. For example, local communities can organize traditional Hindu ceremonies, such as odalan (temple commemorations), where tourists can observe and learn about the religious significance of these events. These ceremonies, accompanied by storytelling, music, dance, and rituals, can serve as powerful educational experiences that showcase Balinese spirituality in its authentic form.

In addition, arts and crafts traditions are embedded in the tourism model to showcase Balinese heritage. Local artisans, who are often trained from generation to generation, can guide tourists through the process of making traditional Balinese crafts, such as batik, wood carving, or silver jewelry. By engaging in these hands-on activities, tourists gain a real understanding of the skills and cultural significance behind each piece of art. Storytelling is another key practice in which local wisdom is derived. Elders or spiritual leaders in the community can host storytelling sessions where they share the myths, legends, and historical stories that have shaped Balinese culture.

These stories, often intertwined with moral teachings, allow tourists to understand the deeper layers of Balinese spirituality, reinforcing the importance of cultural preservation. In addition, cultural tours can be organized around sacred sites where tourists are not only shown the beauty of this location but also educated about its spiritual significance. For example, at Bali's famous temples, tourists can participate in guided tours that explain the philosophical teachings behind the architecture, carvings, and rituals in each temple, offering a deep dive into the religious ritual practices that make Bali unique. This educational model allows tourists to connect with Balinese spirituality while respecting its traditions.

### **3. The Impact of Tourism on Religion and Culture**

The implementation of Hindu Religious Education plays an important role in the development of tourism that emphasizes local wisdom and spirituality, especially in Bali, a well-known culture-based tourist destination. Although tourism offers substantial economic benefits, its negative impacts, especially related to the preservation of local culture, cannot be ignored. Mass tourism often prioritizes short-term economic gains at the expense of cultural preservation, potentially undermining the cultural and spiritual values that define the identity of Balinese society. To address these concerns, the integration of Hinduism into the management of tourist destinations is an important step in striking a balance between economic growth and the preservation of cultural heritage.

Hindu religious education provides a deeper understanding to local communities and tourism managers on how to align the economic aspects of tourism with the preservation of cultural values. For example, the concept of *Tat Twam Asi* in the Upanishads, an important concept in Hindu philosophy that literally means You are Me or That Thou Art. This concept emphasizes a universal unity or identity, in which true human individuality is an indispensable part of the greater whole. In this context, the recognition that I am you and you are me indicates an understanding of equality and unity in all forms of life (Atmaja, Arniati & Pradana, 2020).

This thinking affirms that all beings are equal, and therefore, giving help to others is also actually enriching oneself. Through this concept, the concept of brothers and sisters and unity is affirmed as very important in human life. The understanding that the essence of the atman or individual soul comes from the same source, namely God, reinforces the idea that all forms of life are interconnected and united in a greater harmony. In this principle, morality, empathy, and *karma* are seen as essential parts of human existence and its relationship to the wider universe. By understanding this unity, humans are expected to live in harmony with their fellow humans and the universe, creating universal

peace and well-being (Purningsih, Yuliani, Togio & Diantara, 2023). However, the main challenge lies in maintaining this balance in the midst of the rise of mass tourism. The rapid commercialization of tourism often replaces traditional practices and rituals that are essential to the spiritual life of the Balinese people (Wardhana & Fadhilah, 2014).

Hindu religious education serves as a guiding force, helping local communities and tourism managers maintain long-standing religious practices, such as religious ceremonies, sacred rituals, and the preservation of sacred symbols in Bali. By educating tourism managers and tourists about the importance of respecting and preserving these traditions, Hindu religious education ensures that tourism thrives without sacrificing the essence of Balinese culture and spirituality. In addition, in the face of the negative impact of mass tourism, Hindu religious education can deepen tourists' understanding of the spiritual values embedded in Balinese traditions, thereby enriching their experience.

Tourists who gain a better understanding of Hinduism will appreciate the deeper meaning behind every Hindu ritual, ceremony, and symbol. Instead of just observing these cultural expressions as superficial tourist attractions, they will connect with the spirituality that underlies Balinese cultural practices. This deeper connection transforms the tourism experience from one that focuses solely on physical beauty to one that enriches spirituality and respects culture. Sustainable and harmonious tourism solutions lie in the development of approaches rooted in local wisdom and spirituality. Hindu religious education facilitates the active involvement of local communities in the management of culture-based tourism. By equipping local communities with knowledge of their own cultural and religious values, they can become economic beneficiaries and active custodians of these traditions. As a result, tourism development can occur without sacrificing the preservation of Hindu culture and spirituality. To ensure that tourism development is aligned with economic interests and spiritual preservation, several strategies can be adopted. One of the main approaches is community-based tourism management, where local communities, equipped with Hindu religious education, take a central role in managing tourism.

This includes hosting traditional ceremonies and rituals as a product of cultural tourism, ensuring that the event remains authentic and not commodified for profit. By empowering communities in this way, tourism can be directed towards sustainable practices that benefit locals economically while maintaining their cultural integrity. Another important strategy is cultural and spiritual education for tourists. Educating visitors about the cultural and spiritual significance of the sites they visit is essential for sustainable tourism. For example, tourists can participate in tours to each of the locals' guided temples where they learn about the religious significance of the rituals and the history behind the temple sites, deepening their appreciation of Balinese spirituality.

By incorporating education into the tourism experience, visitors not only enjoy the natural beauty of Bali but also gain a more meaningful connection with its culture. In addition, adopting the principles of *Tat Twam Asi* in tourism policy is essential to ensure that tourism development takes place in harmony with nature, local communities, and spiritual practices. This philosophy emphasizes the importance of preserving the environment, protecting sacred places, and promoting practices that support the well-being of local communities. In addition, cultural heritage protection laws are essential to maintain the authenticity of Balinese culture.

Enforcing policies that protect sacred places and cultural practices from commercialization ensures that traditions and rituals remain respected and in accordance with their spiritual meaning. Finally, spiritual promotion and ecotourism present a way to reconcile economic growth with cultural preservation. By focusing on niche markets such as spiritual tourism, which helps visitors deepen their connection with Balinese religious

practices, tourism can be made more sustainable and respectful of culture. This can include retreats, meditation experiences, and opportunities to participate in sacred ceremonies while minimizing disruption to the local way of life. By implementing this strategy, Bali can achieve a balance between economic growth and the preservation of its rich cultural and spiritual heritage.

#### **4. Economic, Religious and Cultural Balance**

The implementation of Hindu Religious Education can play an important role in creating culture-based tourism that prioritizes local wisdom and spirituality, especially in the context of Bali which has deep cultural and spiritual wealth. Hindu religious education plays an important role in shaping the character of society and encourages them to achieve the goal of a prosperous life both physically and mentally, both in this life and in the afterlife (Suwindia & Wati, 2023). The concept outlined from the Vedas, *moksartham jagadhitaya ca iti dharma*, implies that through understanding, appreciating, and practicing the teachings of Hinduism, one can lead to complete happiness and goodness for the world.

Hindu religious education at the educational level not only aims to provide knowledge about religious teachings, but also aims to be a motivator and dynamizer that moves people to be creative in doing good and in harmony with Hindu religious values (Raka, Rai & Pitriani, 2025). Thus, Hindu religious education plays a crucial role in building ethical, moral, and spiritual character in the society, which can then be reflected in their daily attitudes and behaviors. Humans, as sentient beings, have an intrinsic ability to make constructive changes within themselves. In this context, social influences have an important role in shaping an individual's religious abilities, as well as ethical and moral attitudes in the social environment. Religious education from parents and social traditions can provide a strong foundation in the development of one's religious abilities. Through an understanding of religious teachings, moral values, and religious practices, one can expand one's awareness of oneself, one's existence, the expression of conscience, and the understanding of social obligations, rights, and responsibilities.

The ability of humans to be self-aware, survive in life (survival skills), express opinions honestly and sincerely, and feel obligations and responsibilities, all of these can be influenced by positive social influences in shaping an individual's personality, ethics, and morality (Sanjaya, Suartama & Suastika, 2022). One of the biggest challenges faced in tourism management is maintaining a balance between economic benefits and cultural preservation (Wijaya & Sukmadewi, 2022). Many tourist destinations, particularly in Bali, are caught in the temptation of mass tourism that focuses only on economic benefits, without considering the impact on the preservation of local culture.

Hindu religious education can serve as a foundation for achieving this balance. Religious education that teaches basic Hindu values, such as *Tri Hita Karana*, which emphasizes the balance between humans, God, and nature, can be used to introduce the concept of tourism management that not only pursues economic benefits but also pays attention to cultural and spiritual sustainability (Brata, 2020). By integrating Hindu teachings in the management of tourist destinations, Balinese managers and people can be taught to understand the importance of preserving culture, both in daily practice and in the tourism industry. This will create a more immersive travel experience for tourists, who not only enjoy the beauty of nature, but also learn and appreciate the cultural values contained in it. The challenge faced in maintaining this balance is the commodification of culture. Mass tourism often turns local culture into packaged products for sale, which reduces the original meaning and essence of tradition (Irianto, 2016).

The implementation of Hindu Religious Education can help educate the public and tourism managers about the importance of not only utilizing cultural wealth, but also preserving and preserving it. Through this education, the local community can be given an understanding of how to maintain the spiritual values contained in their culture so that they are not eroded by market demands (Diwyarthi, Darmiati & Wiarta, 2022). As a solution to create sustainable tourism that is in harmony with the spiritual values of the local community, a wise approach is needed in managing tourist destinations. Hindu religious education can lead tourism managers and communities to develop tourism that respects and nurtures cultural heritage.

One example of its application is by prioritizing spiritual tourism, which prioritizes inner and spiritual experiences for tourists, not just as consumption-oriented tourist attractions. By implementing Hindu Religious Education comprehensively, it is hoped that tourism in Bali can develop sustainably, while maintaining a balance between economic benefits and cultural preservation. This will provide benefits not only for the tourism sector itself, but also for local communities who will benefit economically without having to sacrifice their cultural and spiritual identity.

Thus, this research aims to provide new insights in the management of religion-based culture and tourism, which can be a model for other destinations in Indonesia and the world. This approach can be an example of how sustainable tourism can be achieved through education based on religious and cultural values, which is not only economically beneficial, but also enriches the tourist experience and preserves local culture.

## **5. The Role of Religion in Local Communities**

The implementation of Hindu religious education is especially in the understanding of *karma*, *dharma*, and the purpose of human life. The concept of Moksha, or liberation from the cycle of reincarnation and the attainment of oneness with Brahman or God, is the main goal in Hinduism. However, along with that, Hindu teachings also emphasize the importance of living a balanced life in this world and carrying out obligations (*dharma*) well. It is important to note that in Hinduism, it is not enough for a person to focus solely on achieving eternal happiness after this life (moksha), but it is also important to live a worldly life well and in accordance with the teachings of the *dharma*.

*Dharma* is seen as a good, righteous action, and in accordance with the moral principles commanded in the teachings of Hinduism. The importance of physical and material well-being, such as health, nutrition, housing, and income for a harmonious life and a positive impact on society. Therefore, in the Hindu view, maintaining harmony between spiritual and material life, as well as carrying out good and correct actions in accordance with the teachings of the *dharma*, is an integral part of a meaningful and meaningful life (Nala, 2005).

Hindu religious education can provide a strong foundation to involve local communities in tourism management that is not only economically profitable, but also maintains the preservation of Balinese culture and spirituality. The involvement of the Balinese people in the management of culture-based tourism is very important, as they are the true guardians of Hindu cultural and religious values that have been passed down from generation to generation. Hindu religious education can increase the understanding and awareness of the local community about the importance of their role in preserving the traditions, ceremonies, and rituals that are at the heart of Bali's spiritual life (Pramesti, 2019). With a deeper knowledge of Hindu teachings, the Balinese people can be more active in maintaining cultural integrity in tourism management. They will not only be beneficiaries of the tourism sector, but will also be protectors and managers of Balinese cultural and spiritual values.

The application of Hindu teachings in the management of tourist destinations also includes how local communities can integrate spiritual teachings in tourism management. For example, local communities can put forward Hindu religious values, which teach a balance between man and God, man and others, and man and nature, in every aspect of the management of tourist destinations (Normasonita, 2023). With this approach, tourism aims not only for economic gain, but also to maintain harmony between humans, nature, and spirituality, which is a core value in the life of the Balinese people. However, the biggest challenge faced is maintaining a balance between tourism and cultural preservation. Mass tourism often replaces traditional practices that have become an important part of Balinese people's lives (Dana and Dana, 2024).

Therefore, Hindu Religious Education plays a role in appreciating and preserving local culture. A society that is highly educated about Hindu values can prevent cultural commodification that undermines long-standing spiritual values (Dharnendri, 2023). As a solution to create sustainable tourism that is in harmony with the spiritual values of the local community, an inclusive and locally-based approach is needed. Hindu religious education not only provides knowledge to the local community, but also invites them to play an active role in preserving Balinese culture and spirituality. The Balinese people can play a role as the guardian of tradition in the management of tourist destinations, so that a thriving tourism is not only economically beneficial but also preserves Bali's cultural and spiritual values which are very valuable.

## **Conclusion**

The implementation of Hindu Religious Education in the management of culture-based tourism in Bali has a very important role to maintain a balance between economic benefits and the preservation of local culture and spirituality. Through a deep understanding of Hindu religious teachings, especially the concept of *Tri Hita Karana*, local communities and tourists can be taught to better appreciate and preserve the cultural values that have become an integral part of Balinese life. Hindu religious education provides a strong foundation for the Balinese people to play an active role in managing tourism that is not only economically profitable, but also preserves the preservation of Balinese culture and spirituality that has been passed down through the centuries. The involvement of local communities is very important in the management of culture-based tourism. They are not only economic beneficiaries of the tourism sector, but also as protectors and managers of Balinese traditions and spiritual values. By understanding the deep teachings of Hinduism, the Balinese people can maintain their cultural authenticity and prevent cultural commodification that undermines the spiritual essence of Balinese traditions. The importance of integrating Hindu teachings in the management of tourist destinations cannot be ignored. Tourism based on Balinese religious and cultural values must pay attention to the preservation of sacred places, ceremonies, and religious symbols that are the main attraction for tourists. Thus, tourism management that prioritizes local wisdom and spirituality will create a more authentic tourism experience, not only economically beneficial, but also provide meaningful spiritual depth for tourists. The biggest challenge faced in managing culture-based tourism is maintaining a balance between economic benefits and the preservation of local culture. Hindu religious education plays a role in providing the understanding needed to achieve this, ensuring that tourism in Bali can develop sustainably without sacrificing the culture and spirituality that is the identity of the Balinese people. Therefore, tourism management based on local wisdom and spirituality will create a harmonious and sustainable tourist destination, not only providing economic benefits but also preserving Bali's very valuable cultural heritage.

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