

Cross-cultural understanding to enhance sustainable tourism management: A case study in Banyuastis village / Made Handijaya Dewantara

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Abstrak

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Sustainable tourism is an important pillar for the tourism development in each destination. The sustainability includes the perspective of economy, social-culture and environment. As tourism in Bali Develops Cultural Tourism, it is indeed necessary to focus on the cultural impact. Tourists might bring their own culture, meanwhile hosts are regularly exposed by myriad different culture. The host must swiftly adapt, whilst also preserve their own culture from degradation. On the other side, guests are encouraged to follow the hosts' culture, however not all guest could respect and appreciate different culture. Therefore, this study analyzes how tourism which becomes the hub of indigenous and foreign cultures, could be enhanced through cross cultural understanding. Both host and guest play an important role to maintain the sustainable and responsible tourism by harmonizing the relationship in between. The study utilized quantitative and qualitative research by using the method of questionnaire and interview. Banyuatis as the research location is chosen because this touristic village is an emerging destination, which must be aware of foreign cultural exposure. The Finding suggests that cross cultural understanding between host and guest could provoke cross satisfaction. Tourism is regarded as successful if both host and guest are in balance to gain satisfaction.