

## THE PRESERVATION OF ANDIR DANCE IN THE DEVELOPMENT OF CULTURAL TOURISM IN TISTA TOURISM VILLAGE

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**Abstract** Tista Tourist Village in Tabanan Regency, Bali, is a cultural tourism destination rich in traditions and arts, one of which is the Andir Dance. This sacred dance holds significant spiritual value. Within the context of cultural tourism development, the Andir Dance faces a major challenge: how to preserve its sacredness while also utilizing it as a tourist attraction. This study aims to analyze the preservation strategies of the Andir Dance to support sustainable cultural tourism development in Tista Tourist Village. The research uses a qualitative descriptive approach, with data collection techniques involving in-depth interviews, observation, and documentation studies. The study focuses on understanding the reasons behind the community's effort to preserve the Andir Dance, the challenges faced, and the strategies employed to maintain its existence within the realm of cultural tourism. The results indicate that the Andir Dance has significant potential as a unique cultural tourism attraction; however, the primary challenges include limited dancer regeneration, insufficient documentation, and the underdevelopment of the village's tourism infrastructure. A SWOT analysis suggests that preservation strategies should combine strengthening the local artistic community, cultural digitization, and enhancing human resource capacity and village tourism management. Preservation efforts must also balance maintaining the sacred values of the dance while remaining open to the tourism market.

**Keywords:** Andir Dance, cultural tourism, cultural preservation

### BACKGROUND

Bali has long been recognized as one of Indonesia's premier tourist destinations, attracting visitors not only with its natural beauty but also with its rich cultural heritage. The diversity of traditions, arts, and culture makes Bali a fascinating place for travelers seeking to engage with the local way of life and its centuries-old traditions. One of the inseparable aspects of Bali's culture is

performing arts, with dance being a central element (Solehudin, Fathama & Aryani, 2023). Dance in Bali is more than just entertainment; it serves as a medium for communication with the spiritual realm and ancestors.

Tourism and dance have a close relationship, especially in the field of cultural tourism, where dance serves as a major attraction for tourists eager to learn about the cultural richness of a region. In Bali, cultural tourism has rapidly developed, owing to the preservation of traditions and arts, such as dance performances that hold deep philosophical and religious significance. According to Ardika (2007), cultural tourism focuses on showcasing the uniqueness of local culture as the main attraction. Cultural tourism not only provides entertainment but also educates tourists about traditional values and local wisdom. Performing arts, such as the Andir Dance in Tista Tourist Village, play a critical role in preserving cultural identity amid modernization. In line with Pitana and Gayatri's (2005) perspective, tourism development is driven by increased human mobility, economic growth, and the search for authentic experiences rooted in local culture. Therefore, the preservation of dance as part of cultural tourism is essential for safeguarding heritage and fostering creative economic development in tourist destinations.

Balinese dance has two main orientations: first, as an expression of the soul that connects the artist with God and the universe, and second, as a medium for instilling Hindu religious values through movements that carry deep spiritual meaning. Balinese dances are often used in religious ceremonies, where dance movements symbolize respect and union with God, forming part of spiritual practices (Armayani, 2021). One of the traditional dances with profound meaning is the Andir Dance, which is a distinctive feature of Tista Tourist Village, a unique cultural asset that is not found in other villages (Munthe, Winaya & Prabawati, 2023). The Andir Dance originates from the Legong Dance (Wijana & Damayanti, 2021).

Tista Tourist Village is located in Tabanan Regency, Bali. This village, classified as a developing tourist village, has a strong commitment to preserving ancestral traditions. The community's agricultural background keeps them closely connected with nature and their cultural values, fostering a harmonious and cooperative lifestyle (Sulistyawati & Fanny, 2017).

The Andir Dance holds a strong sacred value, traditionally performed only in the context of ritual ceremonies to connect with ancestral spirits and seek blessings and protection. This dance serves as a spiritual medium that links the community with nature, strengthening their relationship with the mystical forces believed to maintain the balance of the natural world (Arshiniwati, 2014). Amid the rapid development of cultural tourism in Bali, the Andir Dance, which was initially performed solely within the context of religious rituals and customs, has begun to be introduced to tourists. Since Tista Tourist Village was established as a tourist village in 2016 (Andriyani et al., 2023), the Andir Dance has been showcased to attract visitors, with the aim of boosting the local economy. While this presents significant opportunities for community economic development, the challenge lies in maintaining the sacredness of the Andir Dance amidst the tourism market's demand, which often prioritizes entertainment and tourist satisfaction.

Cultural commodification, which is the process of transforming sacred culture into a marketable product for tourists, is often an unavoidable threat in the tourism industry (Richards, 2018). Cohen (1988) also states that cultural tourism can have positive economic impacts, but if not properly managed, it can lead to the loss of the original essence and meaning of a culture that has existed for centuries. This phenomenon has become increasingly relevant in Bali, where many traditional cultural elements are being commodified to meet market demand.

The preservation of Balinese dance is crucial in maintaining cultural identity in the face of changing times and globalization. Balinese dance functions not only as entertainment but also holds sacred significance, closely tied to religious ceremonies and the social life of the community. According to Bandem and de Boer (2004), the preservation of Balinese dance is carried out through generational inheritance within families, art studios, and formal educational institutions. Additionally, the government and various cultural organizations play a role in preservation by organizing dance festivals, competitions, and including Balinese dance in educational curricula (Sedyawati, 2010). Tourism also supports the sustainability of Balinese dance, as regular performances at various tourist destinations help maintain its existence and provide economic incentives for the artists (Parker, 2017). However, challenges such as the lack of dancer regeneration, excessive commercialization, and changing tastes among the younger generation remain significant concerns in efforts to preserve Balinese dance. Therefore, sustainable strategies, whether through education, artistic communities, or government policies, are key to ensuring the continuity of this cultural heritage.

For the people of Tista Tourist Village, preserving the sacredness of the Andir Dance is not only about maintaining a form of dance art but also about safeguarding the cultural identity passed down from their ancestors. The Andir Dance is not merely a part of tradition; it is an integral aspect of the profound spiritual life (Ciptariani, 2020). However, as cultural tourism continues to develop, the community and tourism managers must find a wise way to ensure that the sacredness of this dance is preserved while tourism can still offer significant economic benefits to the people.

In cultural realities, there is often a gap between the ideal expectations for preserving traditional arts and the practical challenges faced on the ground. In the context of preserving the Andir Dance within cultural tourism development in Tista Tourist Village, there is a great hope that this art form will remain as an authentic cultural heritage and become a sustainable tourism attraction. Terms such as "preservation," "development," and "cultural pride" are often used to describe efforts to protect the Andir Dance, yet in reality, challenges such as the limited regeneration of dancers, lack of documentation, and the impact of modernization continue to pose significant barriers. The community's hopes for the continued existence of the Andir Dance in the tourism sector must be supported by concrete strategies, such as strengthening the local artistic community, cultural education for the younger generation, and synergy with tourism stakeholders. In this way, the preservation of the Andir Dance will not merely be a narrative in cultural discourse

but will be realized in sustainable practices amidst the dynamic tourism landscape of Tista Tourist Village.

This research is located in Tista Tourist Village, which is known as one of the cultural-based tourist villages. This village boasts a wealth of arts and traditions, including the Andir Dance, a sacred dance with profound philosophical value. As part of cultural tourism development, the Andir Dance holds great potential to become a unique tourist attraction. However, despite Tista Village being designated as a tourist village, the preservation of the Andir Dance still faces several challenges, such as the lack of dancer regeneration, inadequate systematic documentation, and the suboptimal integration of this dance into the village's tourism programs.

Previous studies on the Andir Dance generally focus on its historical and philosophical aspects, but research on concrete preservation strategies within the context of cultural tourism development remains limited. Moreover, few studies have specifically explored how collaboration between the artistic community, village government, and the tourism sector can strengthen the existence of the Andir Dance in the face of modernization challenges. Therefore, this study fills this gap by analyzing sustainable preservation strategies for the Andir Dance and formulating a model for integrating this dance into the management of cultural tourism in Tista Tourist Village.

It is important to emphasize that cultural tourism does not only involve economic growth, but also the appreciation and respect for local culture by tourists. As Reisinger and Turner (2003) argue, successful cultural tourism must be able to prioritize cultural preservation while simultaneously improving the welfare of local communities. Therefore, efforts to manage cultural tourism based on traditional dance arts, such as the Andir Dance, must be carried out with great care, considering the spiritual dimension of this dance that must not be lost.

This study aims to analyze the Andir Dance in the context of cultural tourism in Tista Tourist Village. The primary focus of this research is on maintaining the sacred values embedded in the Andir Dance while leveraging tourism as a source of economic development. Through this research, it is hoped that an appropriate approach for managing sustainable cultural tourism will be found—one that not only provides economic benefits to the community but also preserves the cultural richness of Bali that has existed for centuries. In this way, the Andir Dance can continue to be an integral part of the cultural identity of Tista Tourist Village, while also introducing the unique culture of Bali to the outside world in a manner that respects and preserves traditional values.

## **METHOD**

This study employs a qualitative descriptive approach to deeply explore the phenomenon of preserving the Legong Andir Dance in Tista Tourist Village, Tabanan. The aim of this approach is to understand the meaning, role, and preservation strategies of the dance within the context of local culture and tourism. The research is conducted in Tista Tourist Village in 2025, with the primary data consisting of qualitative information obtained from field observations, interviews, and documentation. Data sources are categorized into primary (cultural figures,

dancers, community members, tourists, and village government) and secondary (archives, journals, and other relevant documents) to enhance the validity of the collected information (Moleong, 2010; Rianse & Abdi, 2012).

Informant selection is carried out through purposive sampling and snowball sampling, which allows the researcher to gather in-depth data from individuals who are directly involved in the preservation of the Andir Dance. The study uses three main instruments for data collection: unstructured interview guidelines, passive participatory observation checklists, and written and visual documentation. Data credibility is ensured through source triangulation and the selection of informants based on their experience and active involvement in cultural and local tourism practices (Bungin, 2011; Sugiyono, 2017; Suryabrata, 2008).

Data analysis is performed using a qualitative descriptive method based on the interactive model by Miles and Huberman, which includes the stages of data reduction, data presentation, and conclusion drawing. Coded and categorized data are analyzed using a SWOT approach to identify the strengths, weaknesses, opportunities, and threats in preserving the Andir Dance. The presentation of the analysis results is done both formally (tables and charts) and informally (narrative descriptions) to make the findings more comprehensive and easily understandable. This approach is expected to generate effective strategies for preserving cultural heritage while developing the tourism potential of Tista Tourist Village (Miles & Huberman, 1994; Husain & Purnomo, 2019).

## **RESULTS AND DISCUSSION**

### **Challenges and Strategies in Preserving the Andir Dance to Support Cultural Tourism Development in Tista Tourist Village**

The preservation of the Andir Dance in Tista Tourist Village is a strategic effort that not only focuses on maintaining traditional art forms but also on fostering sustainable cultural tourism development. In this context, I Wayan Rai S. (2018), in his study on the revitalization of traditional dances, emphasizes that "preservation is not just about maintaining the form, but also about preserving the essence and social function of an art within modern society." This is highly relevant to the Andir Dance, which is sacred and deeply integrated into the customary life of Tista Village.

According to Prof. Dr. I Made Bandem, a maestro and expert in Balinese dance aesthetics, preservation must always pay attention to the unity of wiraga (movement), wirama (rhythm), and wirasa (soul). Bandem (2000) in his book *Balinese Dance in Transition* clearly states, "The aesthetics of Balinese dance involve the unity of movement, rhythm, and soul, which must be preserved for the dance to remain authentic and meaningful." The Andir Dance, deeply rooted in Tista Village with its distinctive movements, rhythmic drumming, and spiritual embodiment, must retain its authenticity. This means ensuring the continuity of cultural and aesthetic values while intelligently adapting to the dynamics of modern tourism needs. As Smith (2015) notes in his study on cultural tourism, "Adaptation without losing identity is the key to the sustainability of traditional arts amidst the globalization of tourism."

This process of adaptation is not a compromise on authenticity but rather a strategy to ensure the relevance and sustainability of the Andir Dance, allowing it to be enjoyed by future generations and tourists alike. However, this preservation journey is not without its hurdles. Tista Village faces various challenges and opportunities that require innovative and collaborative strategies from all community elements. A detailed discussion of the challenges and strategies faced by the community of Tista Village in their efforts to preserve the Andir Dance will be explored in the following sections, providing a comprehensive picture of how art and tourism can harmoniously synergize to keep cultural heritage alive and relevant in the modern era.

### **Challenges in Preserving the Andir Dance to Support Cultural Tourism Development in Tista Tourist Village**

Although the Andir Dance is an invaluable cultural asset and a primary attraction for tourism, it is not without its complex challenges. These challenges are not merely technical barriers but fundamental issues that affect the continuity of the dance itself, as well as its potential to serve as a pillar for sustainable cultural tourism development. Given the sacred nature of the Andir Dance and its strong ties to the customs of Tista Village, every challenge that arises has a deep cultural and spiritual dimension. These issues have the potential to erode the essence of wiraga (movement), wirama (rhythm), and wirasa (soul) in the Andir Dance, while also hindering its ability to adapt and compete in the increasingly dynamic tourism market.

Among the most pressing challenges is the issue of limited dancer regeneration, which directly threatens the continuity of knowledge transfer and the understanding of the dance's values to future generations. Additionally, the lack of facilities and supporting infrastructure for cultural tourism development is also a significant barrier, affecting both the comfort of tourists and the optimal presentation of the Andir Dance as a cultural attraction in Tista Tourist Village. The complexity of these issues requires a holistic and strategic approach to ensure the Andir Dance's sustainability as both a valuable cultural asset and a sustainable tourism product.

#### **Limited Dancer Regeneration**

One of the most fundamental challenges faced in preserving the Andir Dance is the limitation in dancer regeneration. The Andir Dance is a sacred art that can only be performed by dancers who are specifically selected based on strict criteria that cannot be compromised. The dancers of the Andir Dance must be young girls who have not yet reached puberty and are considered spiritually pure according to the traditional beliefs of the local community. This criterion is not merely a formal rule but is an integral part of the philosophy and spiritual meaning of the dance, which cannot be separated from the essence of the Andir Dance itself.

As stated in an in-depth interview with a community leader from Tista Village, I Made Sudiana, on May 1, 2025, the regeneration of Andir dancers follows a sacred process:

"Actually, the regeneration of Andir dancers is quite a sacred and organized process. The dancers are selected from the indigenous people of Banjar Carik, Tista

Village, and they must go through various stages of training and sacred rituals, such as the nuasen and pasupati ceremonies at Pura Dalem Tista Village. Only after going through these processes are they officially recognized as Andir dancers and allowed to perform in the full costume that has been consecrated. So, it's not just anyone who can become a dancer; they have to go through a long and meaningful process. Although it's sometimes difficult to gather them due to their busy schedules, we usually try to encourage young people to join the regular practices held three times a week at Bale Banjar."

In this interview, the informant explained that the process of regenerating Andir dancers is indeed sacred and well-organized. New dancers are not chosen arbitrarily but must come from the indigenous community of Banjar Carik, Tista Village. They must undergo various stages of training and sacred rituals, such as the nuasen and pasupati ceremonies at Pura Dalem Tista Village. These rituals highlight the strong spiritual dimension involved in preparing a dancer. After completing these processes, the dancers are officially recognized and allowed to perform in their full, consecrated costumes. This reaffirms that becoming an Andir dancer is not an instant matter but requires a long, meaningful, and sacred journey. The informant also acknowledged the challenge of gathering dancers due to their individual commitments. However, there are active efforts to involve young people in the routine practices held three times a week at Bale Banjar. This demonstrates a strong commitment to preserving the Andir Dance tradition and ensuring its continuity amidst the dynamics of modern life.

This limitation creates a very narrow opportunity for learning and mastering the dance. The girls who meet the criteria are usually between the ages of 7 and 12, and they must master the entire complexity of movements, meanings, and spiritual nuances of the Andir Dance within a relatively short period before they reach adolescence. This intensive learning process requires extraordinary dedication not only from the dancers themselves but also from their families and the community that supports them.

The phenomenon of modernization and changes in people's lifestyles also complicates the regeneration process. Nowadays, parents tend to focus more on their children's formal education and often view traditional dance learning as a secondary activity that is not a priority. The increasing academic pressure in formal schools leaves children with limited time to learn and practice the Andir Dance intensively. The dilemma between modern education and tradition preservation has become a source of tension that is not easily resolved. Dr. Ni Wayan Sariani (2019), in her article on the challenges of preserving traditional arts in Bali, mentions that "The shift in values and priorities of formal education often marginalizes traditional arts in children's schedules, threatening intergenerational transmission."

This situation is highly vulnerable to generational gaps, as seen with the Legong Durga Dance in Banjar Carik Tista, which was not performed for three generations due to a lack of qualified dancers. This historical experience highlights how fragile the regeneration system is when it depends on such specific and inflexible criteria. When there are no girls who meet the requirements or no one

interested in learning the dance during a particular period, the tradition can be abruptly interrupted.

The impact of this generational gap is not only temporary but can lead to the loss of important details in movements, meanings, and oral traditions that accompany the Andir Dance. Every time a generational gap occurs, there is a risk of losing subtle nuances that can only be transmitted through direct learning from a teacher to a student. According to the aesthetic perspective of Prof. Dr. I Made Bandem, this limitation in regeneration threatens the very core of the Andir Dance. Wiraga (movement) that requires precision and detail will be hard to maintain if there are not enough young dancers who can be trained intensively, which may result in a decline in the quality of movement. Similarly, wirama (rhythm), which requires perfect synchronization between the dancer and the accompanying music, will be disrupted if the dancers' understanding of rhythm patterns is inadequate, resulting in less harmonious performances. However, the greatest threat lies in wirasa (soul) of the dance. As Bandem emphasizes, "The aesthetics of Balinese dance are not just about movement, but also the soul that animates every gesture." Without a deep understanding of the spiritual meaning and the heartfelt expression passed down from teacher to student, the Andir Dance risks losing its soul and sanctity, becoming just a physical form without inner essence. This condition could lead to a degradation of both the artistic and spiritual value of the dance, transforming it from a living heritage into merely an artifact.

The challenge of regeneration is further exacerbated by demographic factors. With the increasing rate of urbanization, many young families opt to move to large cities in search of better economic opportunities. As a result, the number of children in the village who could potentially become Andir dancers has decreased. This phenomenon of "brain drain" not only affects dancer regeneration but also threatens the continuity of the cultural community as a whole. As Castells (1996) explains in his work on network societies, "Migration from rural to urban areas often weakens local community ties and the transmission of traditional culture."

Efforts to overcome this challenge require a sensitive and creative approach. On one hand, there must be efforts to maintain the sacredness and authenticity of the Andir Dance in accordance with ancestral traditions. On the other hand, there needs to be innovation in learning methods and strategies to attract the interest of younger generations without diminishing the spiritual significance of the dance. Several communities have attempted to develop more flexible and engaging learning programs while still respecting the traditional criteria that have been established.

One of the most fundamental challenges in preserving the Andir Dance is the limitation in dancer regeneration. The Andir Dance is a sacred art that can only be performed by dancers who are specifically chosen according to very specific and uncompromisable criteria. Andir dancers must be young girls who have not yet reached puberty and are considered spiritually pure according to the traditional beliefs of the local community. These criteria are not merely formal rules but an integral part of the philosophy and spiritual meaning of the dance, inseparable from the essence of the Andir Dance itself.



As noted in an in-depth interview with local community leader I Made Sudiana on May 1, 2025, the regeneration process for Andir dancers is a sacred and organized one:

"Actually, the regeneration of Andir dancers is quite a sacred and organized process. Dancers are selected from the indigenous people of Banjar Carik, Tista Village, and they must undergo various stages of training and sacred rituals, such as the nuasen and pasupati ceremonies at Pura Dalem Tista Village. Only after completing these rituals can they officially become Andir dancers and perform in the full consecrated costume. So, it's not just anyone who can become a dancer; they must go through a long and meaningful process. Although sometimes it's difficult to gather them due to their busy schedules, we usually try to encourage young people to join the regular practices held three times a week at Bale Banjar."

This limitation creates a very narrow opportunity for learning and mastering the dance. The girls who meet the criteria are usually between the ages of 7 and 12, and they must master the entire complexity of movements, meanings, and spiritual nuances of the Andir Dance in a relatively short time before entering adolescence. This intensive learning process requires extraordinary dedication not only from the dancers themselves but also from their families and the community that supports them.

The phenomenon of modernization and changes in societal lifestyles also complicate the regeneration process. Today's parents tend to focus more on their children's formal education and often view traditional dance learning as a secondary activity that is not prioritized. The increasing academic pressure in formal schools leaves children with limited time to learn and practice the Andir Dance intensively. The dilemma between modern education and tradition preservation has become a source of tension that is not easily resolved.

This situation is highly vulnerable to generational gaps, as seen in the case of the Legong Durga Dance in Banjar Carik, which was not performed for three generations due to a lack of qualified dancers. This historical experience highlights how fragile the regeneration system is when it relies on such specific and inflexible criteria. When there are no girls who meet the requirements or no one interested in learning the dance during a particular period, the tradition can be abruptly interrupted.

The impact of this interruption is not only temporary but can result in the loss of important details in movements, meanings, and oral traditions that accompany the Andir Dance. Every time a generational gap occurs, there is a risk of losing subtle nuances that can only be transmitted through direct learning from teacher to student. Written documentation or audio-visual materials cannot fully replace the holistic and interactive learning experience.

This challenge of dancer regeneration is further exacerbated by demographic factors. With the increasing rate of urbanization, many young families opt to move to large cities in search of better economic opportunities. As a result, the number of children in rural areas who could potentially become Andir dancers is decreasing. This phenomenon of brain drain not only affects the regeneration of dancers but also threatens the sustainability of the cultural community as a whole.

Efforts to address these regeneration challenges require a sensitive and creative approach. On one hand, there must be efforts to maintain the sacredness and authenticity of the Andir Dance in accordance with ancestral traditions. On the other hand, there needs to be innovation in learning methods and strategies to attract the interest of younger generations without diminishing the spiritual significance of the dance. Some communities have tried to develop more flexible and engaging learning programs while still respecting the traditional criteria that have been established.

### **Limited Facilities and Supporting Infrastructure**

The development of the Andir Dance as a cultural tourism attraction in Tista Village is hindered by the limitations in supporting facilities and infrastructure. This includes not only performance venues but also various other tourism-related facilities. From an aesthetic perspective, Bandem (1986) argues that the quality of a dance performance, including the Andir Dance, is not only judged by the dancer's movements and emotional expression. The beauty of a dance is also strongly influenced by the space or environment where the dance is performed, as well as the overall presentation that includes technical aspects and the comfort of the audience. Bandem indirectly teaches that a comprehensive aesthetic experience involves all elements that facilitate the interaction between the dancer and the audience. If these supporting facilities are inadequate, the feelings and vibrations that should be experienced by the audience, as part of the deep aesthetic experience, may be diminished or even lost. This presents a significant challenge, as the sacred beauty of the Andir Dance must be conveyed optimally to allow tourists to truly appreciate its cultural value.

#### **a. Limited Performance Venues**

One of the major obstacles is the lack of suitable and high-quality performance venues. The spaces that meet the sacredness and comfort standards for the audience are still very limited. This creates a dilemma between preserving the authenticity of the dance and the needs for sustainable tourism development. The Andir Dance is a sacred performance, and it can only be staged in temples or other sacred locations that have been consecrated according to traditional religious rituals. This rule limits the available performance locations and often clashes with the need to provide modern amenities for tourists. Traditional temples or sacred spaces where the dance is performed are typically not designed to accommodate large audiences or provide the facilities that today's tourists expect.

According to Bandem's perspective, the venue and presentation are crucial in conveying the beauty of a dance. Bandem explains that the sacredness of traditional Balinese dances like the Andir Dance is deeply connected to the location and timing of the performance. The temple, as a sacred space, is a key determinant of the dance's essence and *taksu* (magical or spiritual aura). The limitations of relocating or altering the performance venue directly affect the *rupa* (visual) and *rasa* (emotional) experiences perceived by the audience. While performing in a temple provides high authenticity, inadequate facilities can diminish the physical comfort of tourists, indirectly disrupting their appreciation of the dance. What

should be a holistic experience becomes fragmented between awe at the taksu and physical discomfort.

In an in-depth interview with one of the community leaders, I Made Sudiana, on May 1, 2025, he explained:

"As for the challenges, there are a few things that are problematic. First, because the Andir Dance is sacred, its performances are limited, only taking place once every six months during the Pujawali ceremony at the temples of Desa Tista. This creates limited opportunities to perform and learn. If performed too frequently, there is a concern that it might lose its sacredness. The community is very protective of maintaining the sacredness of the Andir Dance and does not want it to be casually displayed. Therefore, there are strict rules about when and how the dance can be staged. With the growth of tourism in Desa Tista, the community remains cautious to avoid over-exploiting this culture. They ensure the environment stays pristine and traditions are respected, so the preservation of culture and eco-friendly tourism can go hand in hand."

Sudiana's explanation reveals the conflict between the frequency of performances, which is limited by the sacredness of the dance, and the tourism sector's demand for more frequent availability. This creates a problem between the *guna* (function or benefit) and *dharma* (spiritual duty) of the dance, where the religious function often takes precedence over entertainment or economic functions.

This situation results in tourists having to join the local community without a dedicated space to watch the Andir Dance. While this can provide an authentic and immersive experience for tourists, practical issues also arise. The limited space often leads to crowding, particularly during holiday seasons. Tourists struggle to find the best viewing spots, while the local community feels uncomfortable with the large number of tourists in what they consider a sacred space.

Lighting and sound issues also pose a serious challenge, as sacred spaces where the Andir Dance is performed often lack proper lighting and sound systems to support performances that can be optimally enjoyed by the audience. This not only reduces the quality of the tourist experience watching the Andir Dance, but also affects the quality of the performance itself. Bandem also emphasizes the importance of optimal presentation so that the message and vibrations of the dance can be conveyed. Poor lighting and sound directly detract from this quality.

Another challenge faced in staging the Andir Dance is the dependence on weather conditions. Most performance venues in temples are open or semi-open areas, making the performances highly vulnerable to weather conditions. Heavy rain or sudden adverse weather can lead to cancellations, which is detrimental not only to tourists who have traveled a long distance and were hoping to witness the unique Andir Dance, but also to the organizers who have made extensive preparations.

From Bandem's aesthetic viewpoint, the performance of the Andir Dance requires a conducive environment to ensure that the *suana* (overall ambiance) is maximized and the *rasa* (emotional and spiritual experience) of the dance is conveyed perfectly. Bad weather disrupts the ambiance and can reduce the

emotional impact that should be felt by the audience. The lack of adequate backup venues to relocate the performance in case of unfavorable weather makes this risk even higher, potentially damaging Desa Tista's reputation as a reliable cultural tourism destination.

This aligns with Sudiarta's (2019) statement in his journal "Harmonizing Tradition and Bali Tourism," where he mentions, "Integrating sacred art into tourism requires a very careful approach, where the location and schedule of performances must take into account spiritual limitations without compromising economic potential. Achieving this balance is often the key to sustainability." In this context, balancing the preservation of sacredness in open-air spaces and the need for weather-resistant facilities is crucial for the longevity of the Andir Dance within the realm of tourism.

#### **b. Insufficient Tourism Support Facilities**

The development of sustainable cultural tourism is not solely dependent on the prominence of the main attractions, but also on the availability of adequate support facilities that can provide a comprehensive and satisfying experience for tourists. Desa Tista faces significant challenges in providing supporting facilities for tourism that can enhance the comfort and satisfaction of visitors attending the Andir Dance performances. Another urgent issue is the limited facilities for training. This was revealed in an in-depth interview with cultural practitioner Putu Feby Eka Kawitantra on May 21, 2025, who stated:

"The space is simple and sometimes feels inadequate when we need to practice with full costumes or during major preparation. So, there are indeed limitations in facilities that restrict training, especially when we want to practice with complete costumes and props, which are typically only used for sacred performances. But we still strive to make the most of what we have. Since the Andir Dance is a sacred dance, the performances and training with complete costumes are also limited to maintain its sanctity. So, the training mostly focuses on the movements and techniques first, and only as we approach the ceremony or major performance do we use the full costumes."

One of the most fundamental problems is the lack of spacious and well-organized parking facilities. When there are performances of the Andir Dance, especially during large events or festivals, the number of vehicles can overwhelm the available parking spaces. This leads to illegal parking in various places, which can interfere with the daily activities of the local community. This situation not only creates discomfort for tourists but can also lead to friction with local residents who feel disturbed.

Sanitation and public restroom facilities are also very limited and do not meet the standards expected by modern tourists. The available toilets are often insufficient in number relative to the number of visitors, are poorly maintained, and lack adequate amenities such as clean water, soap, or tissues. These conditions can significantly affect tourists' perception of the quality of the destination and potentially reduce their interest in returning or recommending it to others.

The availability of information facilities and adequate signal coverage is also still lacking. Tourists visiting Desa Tista often experience difficulty in finding the

location of performances, understanding event schedules, or obtaining information about the meaning and history of the Andir Dance. The absence of a comprehensive tourist information center or clear and informative signboards can diminish the overall quality of the tourist experience and leave visitors feeling underserved.

### **c. Limited Accommodation and Lodging Facilities**

The limited availability of accommodation and lodging remains one of the most critical obstacles in the development of Tista Village as a sustainable cultural tourism destination. Although community-managed homestay initiatives have been introduced, the current capacity and quality of available accommodations are still far from adequate to host large numbers of tourists, especially during special events that attract visitors from various regions.

Existing homestays are typically local homes where parts of the residence have been repurposed to host guests. While this concept offers an authentic experience and allows tourists to engage directly with local life, it also presents limitations in terms of capacity, comfort standards, and available amenities. The number of rooms in each homestay is usually very limited, accommodating only a few guests. During high-demand periods, many tourists are forced to seek accommodations in other areas located relatively far from the Andir Dance performance venues.

The comfort standards and amenities across homestays also vary widely and often fall short of the expectations of modern travelers, particularly those from urban areas or international visitors. Basic facilities such as private bathrooms, hot water, adequate air conditioning or fans, Wi-Fi access, and comfortable bedding are not consistently available in all homestays. This inconsistency in quality can lead to tourist dissatisfaction and potentially damage the reputation of the destination.

This accommodation shortfall also affects the length of stay among visitors. Many tourists opt for short visits due to the lack of suitable lodging for extended stays. Consequently, this limits the economic potential of the tourism sector, as longer stays typically correlate with increased spending on food, souvenirs, and other activities.

Another major challenge is the lack of standardization and an integrated booking system. Tourists often face difficulties in accessing information about room availability, making reservations, or comparing amenities and prices across different homestays. The absence of a comprehensive online booking platform or easily accessible reservation system hampers occupancy rates and reduces efficiency in accommodation management.

Addressing these challenges requires a comprehensive and integrated approach involving multiple stakeholders, including local government, the community, private sector actors, and supporting institutions. Significant investment in infrastructure, human resource training, and the development of a professional management system will be key to overcoming existing barriers and realizing the full potential of the Andir Dance as a sustainable cultural tourism asset that brings optimal benefits to the people of Tista Village.

The development of cultural tourism in Tista Village through the preservation of the Andir Dance involves complex challenges that require in-depth

analysis to formulate appropriate strategies. The Andir Dance, as a sacred cultural heritage with profound spiritual value, stands at a crossroads between efforts to preserve ancestral traditions and the demand for local economic development through tourism.

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis serves as an appropriate tool to identify the internal and external factors affecting the sustainability of the Andir Dance as a cultural tourism asset. Through this analytical approach, a holistic and sustainable strategy can be formulated—one that optimizes existing potentials while minimizing the risks that may threaten both cultural preservation and community well-being.

This analysis is based on key challenges identified in maintaining the Andir Dance, including dancer regeneration, limited facilities and supporting infrastructure, and the socio-economic dynamics influencing the continuity of cultural traditions. The results of the SWOT analysis are expected to provide a strategic foundation for decision-making by all stakeholders involved in the development of Tista Village as a cultural tourism destination.

**Table 1. Table Analysis SWOT**  
**SWOT Analysis and Development Strategy of Andir Dance in Tista Tourism Village**

STRENGTHS (Kekuatan)	WEAKNESSES (Kelemahan)	OPPORTUNITIES (Peluang)	THREATS (Ancaman)
<p><b>Which is unique and not found in other destinations</b></p> <ul style="list-style-type: none"> <li>The Andir Dance in Tista Village is a sacred cultural performance with high spiritual value</li> <li>The dance holds deep philosophical meaning and traditions, accompanied by an authentic ritual process.</li> <li>Its</li> </ul>	<p><b>Limitations of Dancer Regeneration</b></p> <ul style="list-style-type: none"> <li>Specific Dancer Criteria (young girls who have not yet reached puberty)</li> <li>Limited Learning Period (ages 7–12 years)</li> <li>Risk of Generational Gaps, as experienced with the Legong Durga</li> </ul>	<p><b>Cultural and Spiritual Tourism Trends</b></p> <ul style="list-style-type: none"> <li>Increasing interest from tourists in authentic and spiritual experiences</li> <li>Rapid development of religious tourism potential</li> <li>Opportunities for collaboration with tour operators specializing in cultural tourism</li> </ul>	<p><b>Modernization and Changing Lifestyles</b></p> <ul style="list-style-type: none"> <li>Parental prioritization of formal education over traditional arts</li> <li>Academic pressures reducing time for dance learning</li> <li>Influence of modern culture on the younger generation's interest in traditional arts</li> </ul>

STRENGTHS (Kekuatan)	WEAKNESSES (Kelemahan)	OPPORTUNITIES (Peluang)	THREATS (Ancaman)
<p>originality is preserved through a stringent selection process for dancers and sacred ritual procedures.</p> <p><b>Distinctive Appeal of Cultural Tourism</b></p> <ul style="list-style-type: none"> <li>Provides an immersive and authentic experience for visitors</li> <li>Holds strong potential as a primary attraction for religious and cultural tourism</li> <li>Recognized as a valuable cultural asset within Tista Village</li> </ul> <p><b>Organized Regeneration System</b></p> <ul style="list-style-type: none"> <li>Regular training sessions held three times a</li> </ul>	<p>Dance</p> <p><b>Limited Supporting Facilities and Infrastructure</b></p> <ul style="list-style-type: none"> <li>Performance spaces are restricted to sacred sites with limited capacity</li> <li>Training facilities are modest and lack essential equipment</li> <li>Inadequate support infrastructure such as parking and sanitation facilities</li> </ul> <p><b>Inadequate Accommodation:</b></p> <ul style="list-style-type: none"> <li>Homestay capacity is very limited</li> <li>Variations in comfort and facility standards</li> <li>Lack of</li> </ul>	<p><b>Digitalization and Online Promotion</b></p> <ul style="list-style-type: none"> <li>Utilization of social media for promotion and documentation</li> <li>Potential development of virtual tours and educational digital content</li> <li>Online platforms for tourist information and booking services</li> </ul> <p><b>Government Support:</b></p> <ul style="list-style-type: none"> <li>Government programs for tourism village development</li> <li>Infrastructure support and capacity-building initiatives</li> <li>Policies promoting cultural</li> </ul>	<p><b>Urbanisasi dan Brain Drain</b></p> <ul style="list-style-type: none"> <li>Migration of young families to urban centers</li> <li>Decline in the number of potential young dancers</li> <li>Disintegration of supporting cultural communities</li> </ul> <p><b>Risk of Over-Exploitation:</b></p> <ul style="list-style-type: none"> <li>Commercial pressure may compromise sacred values</li> <li>Environmental degradation risk due to over-tourism</li> <li>Potential conflict between cultural preservation and economic</li> </ul>

STRENGTHS (Kekuatan)	WEAKNESSES (Kelemahan)	OPPORTUNITIES (Peluang)	THREATS (Ancaman)
<p>week at the Bale Banjar</p> <ul style="list-style-type: none"> <li>• Regeneration process includes clearly defined ritual stages (nuasen and pasupati)</li> <li>• Strong support from both the local community and families</li> </ul> <p><b>Positive Economic Impact:</b></p> <ul style="list-style-type: none"> <li>• Contributes to the community's socio-economic development</li> <li>• Supports the growth of homestays and local enterprises</li> <li>• Potential to increase household income through tourism</li> </ul>	<p>integrated booking systems and standardized services</p> <p><b>Limited Performance Frequency:</b></p> <ul style="list-style-type: none"> <li>• Performed only once every six months during the pujawali religious ceremony</li> </ul>	<p>preservation and sustainable tourism</p> <p><b>Stakeholder Collaboration:</b></p> <ul style="list-style-type: none"> <li>• Partnerships with educational institutions for cultural preservation programs</li> </ul>	<p>gain</p> <p><b>Dependence on Weather and Seasonality:</b></p> <ul style="list-style-type: none"> <li>• Outdoor performance venues are subject to weather conditions</li> <li>• Seasonal fluctuations in tourist visits</li> <li>• Risk of performance cancellations due to weather</li> </ul>



## Strategies for Preserving the Andir Dance to Support Cultural Tourism Development in Tista Tourism Village

Based on the results of the conducted SWOT analysis, a number of strategic factors have been identified that influence the development of the Andir Dance as a cultural tourism asset in Tista Village. The complexity of interactions between internal strengths, weaknesses that need to be addressed, opportunities to be leveraged, and threats that must be mitigated requires an integrated and sustainable strategic approach.

The formulation of strategies using the SWOT matrix aims to optimize existing potential while minimizing risks that may threaten cultural preservation and the well-being of the local community. Each strategy is carefully designed by balancing the preservation of sacred cultural values with the economic development needs of the community, while emphasizing the importance of active stakeholder participation in its implementation.

The resulting strategies are classified based on the combination of internal and external factors, and are then translated into concrete action programs with a realistic implementation timeline. This approach is expected to serve as a clear guide for policymakers and field practitioners in the sustainable development of Tista Tourism Village.

**Table 2. SWOT Aanlysis Matrix**

<b>Strategi SO (Strengths- Opportunities)</b>	<b>Strategi WO (Weaknesses- Opportunities)</b>	<b>Strategi ST (Strengths- Threats)</b>	<b>Strategi WT (Weaknesses- Threats)</b>
<b>Development of Integrated Spiritual Tourism Packages:</b> <ul style="list-style-type: none"><li>Utilizing the sacred uniqueness of the Andir Dance to design comprehensive religious tourism packages</li><li>Collaboration with tour operators specializing</li></ul>	<b>Enhancement of Sustainable Tourism Infrastructure:</b> <ul style="list-style-type: none"><li>Development of appropriate performance venues that preserve the dance's sacredness</li><li>Construction of environmentally friendly supporting facilities (parking, sanitation,</li></ul>	<b>Cultural Education and Awareness Programs:</b> <ul style="list-style-type: none"><li>Introduction of cultural preservation education programs in schools</li><li>Workshops and seminars for parents on balancing formal education with traditional practices</li><li>Awareness campaigns</li></ul>	<b>Diversification of Preservation Programs:</b> <ul style="list-style-type: none"><li>Development of dance training programs for broader age groups (as learning experiences rather than sacred performances)</li><li>Creation of non-sacred dance variants that can be performed</li></ul>

Strategi SO (Strengths- Opportunities)	Strategi WO (Weaknesses- Opportunities)	Strategi ST (Strengths- Threats)	Strategi WT (Weaknesses- Threats)
<p>g in cultural and spiritual tourism</p> <ul style="list-style-type: none"> <li>• Integratio n with other religious tourism destinatio ns across Bali</li> </ul> <p><b>Digitalization and Cultural Documentation:</b></p> <ul style="list-style-type: none"> <li>• Productio n of high-quality digital content for online promotio n</li> <li>• Developm ent of virtual museums or cultural experienc e centers</li> <li>• Use of AR/VR technolog y to provide immersive cultural experienc es</li> </ul>	<p>waste manageme nt)</p> <ul style="list-style-type: none"> <li>• Standardiza tion and quality improveme nt of homestays with governmen t support</li> </ul> <p><b>Integrated Reservation and Information Systems:</b></p> <ul style="list-style-type: none"> <li>• Developme nt of a digital platform for booking homestays and accessing tourism information</li> <li>• Establishme nt of a comprehen sive tourist information center</li> <li>• Local human resource training in information technology manageme nt</li> </ul>	<p>through mass media and social media platforms</p> <p><b>Development of Sustainable Tourism Models:</b></p> <ul style="list-style-type: none"> <li>• Establishme nt of carrying capacity limits to prevent over-tourism</li> <li>• Creation of guidelines for tourists to respect sacred elements of the culture</li> <li>• Implementa tion of monitoring systems to assess tourism's impact on cultural and environmen tal sustainabilit y</li> </ul>	<p>more frequently without diminishing the original sanctity</p> <ul style="list-style-type: none"> <li>• Mentorship and documentati on initiatives led by senior dancers</li> </ul> <p><b>Promotion of the Local Creative Economy:</b></p> <ul style="list-style-type: none"> <li>• Developmen t of creative products inspired by the Andir Dance (handicrafts, merchandise, traditional foods)</li> <li>• Entrepreneur ship training for local communities</li> <li>• Diversificatio n of income sources beyond performance -based activities</li> <li>•</li> </ul>

Strategi SO (Strengths- Opportunities)	Strategi WO (Weaknesses- Opportunities)	Strategi ST (Strengths- Threats)	Strategi WT (Weaknesses- Threats)

The implementation of strategies for developing the Andir Dance as a sustainable cultural tourism asset requires systematic and phased planning to ensure both the effectiveness and long-term sustainability of the program. Given the limited resources and the complexity of the challenges involved, implementation priorities must be determined based on levels of urgency, strategic impact, and the availability of existing resources.

The following strategic recommendations are organized within a short-, medium-, and long-term framework to provide a clear roadmap for all stakeholders. Each phase of implementation is designed with careful consideration of community readiness, infrastructure availability, as well as the financial and technical capabilities required. This gradual approach also allows for ongoing evaluation and necessary adjustments based on outcomes achieved in each phase.

The success of these recommendations depends heavily on strong commitment and coordinated efforts among various stakeholders, including local government, the community, private sector actors, academia, and supporting institutions. Each implementation phase must be accompanied by a rigorous monitoring and evaluation mechanism to ensure that goals are met and programs remain sustainable in the long run.

The strategy must be implemented with a balanced approach that preserves the sacred and authentic cultural values of the Andir Dance, while simultaneously addressing the need for sustainable economic development. It must also actively engage all stakeholders, including local communities, government agencies, academic institutions, and the private sector. The strategy for preserving the Andir Dance to support the development of cultural tourism in Tista Tourism Village is carried out through the following key measures:

#### **Developing Integrated Tourism Packages**

The development of tourism packages that integrate cultural, natural, and spiritual experiences such as rice field trekking, traditional dance workshops, and art performances presents a strategic approach to promoting sustainable cultural tourism in Tista Tourism Village. This method fosters harmonious interaction between tourists, the environment, and the local community while raising awareness about the importance of preserving cultural and natural heritage.

**Picture 1. Tista Event Package**



Source: [www.desawisatatajista.com](http://www.desawisatatajista.com)

The synergy between cultural preservation and well-planned tourism development positions the Andir Dance as a vital asset in strengthening the local economy in Tista Village. The local community plays a dual role not only as guardians of traditional heritage but also as active promoters of their cultural wealth to visiting tourists. This is reflected in an in-depth interview with Tista Village tourism manager, Ni Made Citra Dewi, conducted on April 25, 2025:

“Tista Tourism Village plays a very significant role. They not only preserve the sacred tradition of the Andir Dance but also actively introduce it to tourists. For instance, we promote the ‘Tista Event Package’ to visitors. Besides enjoying nature-based tourism, tourists can also experience cultural tourism by watching Andir Dance performances.”

The interview highlights the village’s proactive and strategic involvement in both preserving and promoting the Andir Dance as a cultural attraction. Rather than passively maintaining tradition, the village actively introduces this sacred heritage to a broader audience namely, tourists. By incorporating the Andir Dance into structured tourism packages such as the Tista Event Package, the village demonstrates a nuanced understanding that successful cultural tourism requires a comprehensive offering. Tourists are not only invited to witness natural beauty but also to engage with the richness of local culture through curated performances of the Andir Dance.

This initiative exemplifies a community-based creative economy approach, where local cultural assets are transformed into valuable tourism products. The cultural tourism development in Tista Village, therefore, goes beyond preserving traditional art forms like the Andir Dance. It seeks to create holistic and meaningful visitor experiences. One of the strategies adopted involves the design of integrated tourism packages that combine performing arts, cultural activities, and the natural charm of the village. This is further elaborated in the same interview with Ni Made Citra Dewi:

“In Tista Tourism Village, there are tour packages that combine the experience of watching the Andir Dance with various other cultural and natural activities. For example, the ‘Tista Event Package’ not only features traditional dance performances but also offers opportunities for tourists to learn Balinese dance, observe local blacksmith crafts, and enjoy the village atmosphere through rice field trekking and cycling. So, tourists don’t just watch the unique and sacred Andir Dance; they also get to immerse themselves in Balinese culture from learning traditional dances and engaging with locals to tasting authentic village cuisine. These packages are designed to make visits to Tista more exciting and memorable while providing a full appreciation of the village’s cultural and natural heritage. This way, the Andir Dance doesn’t stand alone as a singular attraction but becomes part of a broader cultural experience that deepens tourists’ appreciation of Tista’s traditional wealth.”

This testimony underscores how Tista Village has successfully positioned the Andir Dance at the center of a comprehensive cultural tourism experience. Through integrative approaches such as the Tista Event Package, tourist visits are transformed into opportunities for cultural education, social interaction, and

appreciation of local heritage. In this way, the Andir Dance is not only preserved symbolically but also empowered as an active component of a sustainable tourism ecosystem that benefits and engages the local community.

### **Integration of Creative Economy and Community-Based Tourism (CBT)**

This strategy represents a holistic approach that integrates the preservation of the Andir Dance with the economic development of the local community through the concept of community-based tourism. It emphasizes not only the dance performance as a stand-alone attraction but also the development of a complete creative economy value chain that encompasses various aspects of life in Tista Tourism Village, including:

#### **a) Development of Local Human Resources**

The implementation of strategy begins with a comprehensive training program for local residents to become competent cultural guides. This training covers mastery of the history and philosophy of the Andir Dance, engaging storytelling techniques, basic foreign language skills, and an understanding of the expectations and needs of modern tourists. These cultural guides are not only tasked with explaining the dance performance but are also trained to contextualize the dance within the daily lives of the community, offering tourists an authentic and immersive cultural experience. A cultural guide certification program can be developed in collaboration with local tourism authorities to ensure consistent quality standards.

#### **b) Diversification of Creative Economy Products**

This strategy focuses on developing a range of handcrafted products inspired by elements of the Andir Dance. These include miniature replicas of traditional costumes, accessories such as bracelets and necklaces featuring motifs used in the dance, as well as modern merchandise like T-shirts, bags, and souvenirs with contemporary designs that retain cultural identity. Craft-making workshops are integrated into the tourism packages, where visitors can learn directly from local artisans to create simple items as memorable keepsakes. This approach not only generates additional income but also provides tourists with participatory and meaningful cultural experiences.

#### **c) Development of Integrated Tourism Packages**

A comprehensive tourism package is designed to combine various local cultural elements with the Andir Dance as its central attraction. The experience may begin with a welcoming ceremony featuring traditional dances, followed by a village tour showcasing the preparation process for performances, including costume and instrument making. Tourists can participate in basic Andir Dance workshops, enjoy traditional foods typically served at cultural events, and conclude their experience with a full performance in the evening. Each component involves different members of the community—from farmers providing organic produce, women preparing traditional dishes, to local youth serving as dance instructors.

#### **d) Strategic Partnerships with Stakeholders**

Building mutually beneficial partnerships with stakeholders in the education and tourism sectors such as tour operators, hotels, resorts, and travel agencies—is essential. These partnerships can include cultural immersion programs where hotel

guests participate in brief dance classes or exclusive performances, and special tour packages developed by operators that feature Tista Tourism Village as a main destination. Hotels and resorts can offer cultural concierge services that help guests plan customized visits based on their interests and length of stay. A revenue-sharing model ensures equitable economic benefits for all parties, especially the local community.

#### **e) Cultural Festivals and Event Marketing**

Developing an annual cultural festival with the Andir Dance as the centerpiece—featuring performances, inter-district dance exchanges, traditional dance competitions, and collaborative workshops—can serve as a platform to introduce innovations in Andir performances and give local vendors and service providers exposure. The event can attract media and influencers for broader coverage, enhancing national and international visibility of Tista Tourism Village.

### **CONCLUSION**

The Andir Dance of Tista Village is a sacred performance preserved through a rigorous process of generational transmission and ritual sanctification. This dance is an integral part of the village's religious ceremonies, performed exclusively by selected dancers from the indigenous community who undergo a series of spiritual purification rites.

1. The sustainability of the Andir Dance is driven by religious, cultural, and economic motivations. Religiously, it serves as a sacred offering and a means of spiritual protection; culturally, it reinforces community identity and collective pride; economically, it functions as a central attraction within the village's religious tourism initiatives.
2. Infrastructure and supporting facilities—such as Pura Dalem temple, Bale Banjar community halls, traditional costumes, and ritual spaces—play a critical role in maintaining the continuity of the Andir Dance. Adequate physical infrastructure not only facilitates rituals, rehearsals, and performances, but also enhances the village's tourism potential, thereby contributing to the preservation of this intangible cultural heritage.

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