

The Influence of Balinese Hinduism to Tourism Development

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Abstract

The number of Hindus Religion in Bali in 2022 are 3.732.178 out of a total of 4.304.574 population. The existence of Balinese culture is one part of the unified culture of the archipelago with a unique identity. One of Bali's tourism trends is spiritual tourism. "Melukat" is one of the Bali spiritual tourism trends that Hindus believe in. Using holy springs, the "Melukat" procession is a ritualistic way to purge all that is unclean or harmful, both physically and spiritually. The aims of this research are to determine tourist's views on the spiritual tourism trend "Melukat". The research method is exploratory to identify various indications related to the melukat ritual. Data collection techniques using observation, interview and literature review by social media YouTube consisting of artist, travel vloggers, youtubers and content creators. The informants were not only a domestic but also foreign tourist. The result is "Melukat" itself is a one of Hinduism traditions which is can influence tourist both domestic dan foreign come to Bali. The tourist considered "Melukat" can cleanse the soul and mind. This shows the strong influence of Spiritual Tourism on increasing the number of tourist visits to Bali, especially after Bali lost a lot of tourists during the pandemic.

Keyword : *spiritual tourism, Melukat and tourist*