

Business Perspective: When The Role Of Women Gringsing Weaving Becomes A Special Interest Tourism Product In Bali

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ABSTRACT

The purpose of this research is to investigate the popularity of Gringsing woven fabric and the contribution of women in Tenganan Village behind the making of Gringsing woven fabric to preserve the weaving tradition as a cultural heritage by packaging a special interest tour package from the business perspective. This research was conducted from December 2023 - March 2024. This research used qualitative methodology; Snowball sampling was also carried out in the data collection process. The results showed that the role of women in making Gringsing woven fabric can be used as a reference for making special interest tour packages to improve business and the quality of Bali tourism, especially in Tenganan Pegringsingan Village. The dedication of Tenganan women to preserving the Gringsing weaving tradition not only enriches the cultural heritage of the village but also enhances the tourism experience for visitors.

Keywords: Women's role, Gringsing woven fabric, Special interest tourism

Introduction

Cultural tourism in eastern countries relies on their rich traditions, arts, and culture, including in Indonesia especially Bali, which consists mostly of symbolic ethnic cultural elements as well as popular folk cultural elements (Ikasari, 2021). Bali cultural tourism is not only a recreational destination, but also a means for cultural connoisseurs who are interested in learning about Balinese art. In Bali's regional regulation Number 3 of 1974 concerning cultural tourism, where Bali's tourism development legally and formally implements culture-based tourism. When all facets of society are involved in the development of cultural tourism, especially women, the industry will be able to flourish and endure (Yasmita, 2023). Women can develop tourism with their skills (Gusti & Fitriani, 2021). Since its inception in 1974 to the present day, cultural tourism has generally helped Bali's tourism growth (Mudana et al., 2021).

As a tourist destination, the island of Bali is known to have a variety of cultural heritages that are still preserved today. As in Karangasem Regency, precisely in Tenganan Pegringsingan Village, the people of Tenganan Pegringsingan Village continue to carry out the cultural traditions they inherited from their ancestors. The cultural heritage preserved by the indigenous people of Tenganan Village includes religious ceremonies, dance, fine arts, and others. Tenganan Village is famous for its Gringsing woven fabric. Gringsing" comes from the Balinese word "Gringsing", which means "pain" and "sing", which means "no." Combined, the word "Gringsing" means "not sick". Thus, the word "Gringsing" means "no pain", which means the repelling of bad luck. It is believed that Gringsing woven fabric has magical powers that can protect the wearer from harm. Basically, the process of making Gringsing cloth is the same as the process of making other traditional weaving, which uses a simple tool called a "sling" loom, this loom is adjusted to the size of the user or wearer. The process of weaving Gringsing takes 2 months, but the process of making fabric motifs takes quite a long time.

Gringsing woven fabric was first made to convey ancestral messages. Gringsing woven fabric is considered sacred because the way of making it is quite complicated, so it is called the two ikat technique, which means that the weft yarn and the yarn are colored to form a pattern. Gringsing fabric is the most expensive woven fabric in Indonesia, this is because the process of making Gringsing woven fabric takes a long time (Sukmadewi, 2021). And also, the motif of the Gringsing woven fabric has a lot of meaning in it. Making woven fabrics that are sustainable demonstrates how Gringsing woven fabric is still created without being impacted by modernization. Styles, motifs, and materials are still traditionally made and worked on. Women are the key to making Gringsing woven fabric. Mr. Wiadnyana the secretary of the Society Concerned with Geographical Indications - MPIG (Masyarakat Peduli Indikasi Geografi) said "The role of women in making Gringsing woven fabric is very large, about 99% of Gringsing woven fabric makers are native women of Tenganan Village". Women in Tenganan Pegeringsingan Village are required to be able to weave, this aims to maintain the cultural heritage of Tenganan Village.



Figure 1. Tenganan Pegeringsingan woven cloth as handicraft on the seventeenth meeting of Group of Twenty G20 (Kemenparekraf, 2022)

Gringsing cloth is one of the ritual tools for religious ceremonies in Tenganan village. Not only as a means of ceremony but the Gringsing cloth that has been produced will be sold to the general public or abroad. When women enter adolescence or menstruation, they will join the DAHA organization in Tenganan Village. There, the young women will be taught many life lessons, ceremonial rituals, and weaving. Mr. Wiadnyana as the secretary of MPIG (Society for the Protection of Geographical Indications) stated, "This is a must because the women will be needed by the community throughout their lives in Tenganan Village and this is also one of the efforts to maintain our cultural heritage" (Halim et al., 2022). According to I Putu Yudiana, the traditional head of Tenganan village, women perform the majority of the weaving activities in Tenganan. "One of the reasons why weavers are more dominated by women is because women are believed to have patience, thoroughness, and tenacity in working," he said, especially the process of making Gringsing cloth which is long enough to take up to 2 years" (Chotimah, 2022). It is an accurate female feature.

Women in Tenganan Village fulfill many roles. They are wives, housewives, and community members with strong customs and traditions. They also have to look after the children, maintain the house, and carry out their work as weavers. Women in Tenganan Pegeringsingan Village are highly motivated and dedicated to doing this work, especially to maintain the existence of Balinese weaving (Yasmita, 2023). and in fact, they contribute to meeting economic needs through the tourism sector (Ruja et al., 2023).

In the business context, there are several perceptions that can be raised, including: (1) Featured Products: Gringsing woven fabric (Calderin, 2013), (2) Women's Empowerment: The great role of women in making Gringsing fabric (Candra et al., 2023), (3) Culture-Based Tourism Experience: Tourists are invited to see firsthand the process of making Gringsing fabric (Ma et al., 2018), (4) Local Collaboration: Involving local tour guides (Huda, 2020). By considering the above aspects, business development in the tourism sector in Tenganan Pegeringsingan Village can be focused on utilizing local potential, empowering women, cultural-based tourism experiences, and collaboration with local communities to achieve sustainable business success. Therefore, researchers found that the role of women in Tenganan Village is very large, especially in making Gringsing cloth. The traditional village of Tenganan Pegeringsingan attracts local and foreign tourists to visit because of its unique traditions and culture. Currently, the Gringsing woven fabric has become one of the special souvenirs of Tenganan Pegeringsingan Village. Moreover, tourists who visit Tenganan Village can get involved in weaving activities. Researchers are interested in raising this topic to increase the popularity of Gringsing woven fabric and foster public awareness of the large role of Tenganan women in making Gringsing woven fabric as a form of effort to preserve the weaving tradition as a cultural heritage. Changing the perspective of weaving is not only a tradition but also a potential source of income and how the role and benefits of weaving businesses can advance and add to the quality of tourism in Tenganan Pegeringsingan Village through the creation of special interest tour package references to tourists who will visit Tenganan Pegeringsingan Village. It's intriguing to consider how women make Gringsing cloth as a model for special

interest travel packages, and it's hoped that this research will help promote visitor weaving activities as a model for special interest travel packages in Bali. Moreover, tourists who visit Tenganan Village can get involved in weaving activities, creating a unique and interactive experience for visitors. Researchers are interested in raising this topic to increase the popularity of Gringsing woven fabric and foster public awareness of the large role of Tenganan women in making Gringsing woven fabric as a form of effort to preserve the weaving tradition as a cultural heritage. This shift in perspective highlights the potential for weaving businesses to not only preserve tradition but also serve as a source of income, contributing to the economic development of Tenganan Pegringsingan Village

Materials and Methods

This research was conducted in Tenganan Pegringsingan Village, Manggis District, Karangasem Regency, Bali Province, which can be seen in Figure 2. The reason behind choosing Tenganan Pegringsingan Village as the research location was its ability to conserve Balinese culture, including its customs, traditions, and cultural history.



Figure 2. Research Location

In addition, the role of women who make a major contribution to the making of Gringsing woven fabrics in Tenganan Pegringsingan Village.

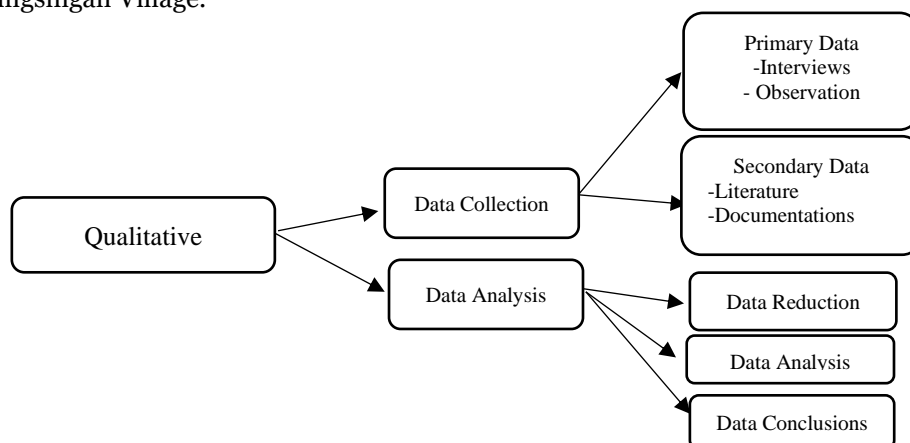


Figure 3. Research Methodology Steps(Creswell, 2014)

Figure 3 shows the steps of the research methodology used. This research uses qualitative methods. Using data collection and analysis techniques, then producing descriptive data in the form of words obtained in writing or verbally from sources. Qualitative data (Dewi & Ayuni, 2020) was obtained through a comprehensive literature review, empirical studies, documents, books, and direct observations conducted in Tenganan Pegringsingan Village(Aryasih et al., 2023).

Primary data sources in this study were structured interviews with Adat leaders, stakeholders, and local communities to gain a better understanding of the role of women and the process of making Gringsing woven fabric. Observations were also conducted to directly observe and know the existing conditions in Tenganan Village. In addition, secondary data sources in this research are books and literature with supporting sources. The role of Tenganan women is proven by maintaining cultural heritage, namely Gringsing woven fabric and supporting the development of tourism in Tenganan Pegeringsingan Village. The techniques used are recording, note-taking, and documentation techniques. Furthermore, the data and information were analyzed

descriptively and qualitatively and compared with relevant concepts and previous research findings. In analyzing the data, researchers used several methods. First Data reduction means summarizing and selecting important information and then looking for themes and patterns. Second Data analysis, where the data obtained is analyzed in depth. Third, data conclusions were carried out using data collected from the data presentation. The data collection technique in this study uses snowball sampling technique, sampling is done with several informants such as traditional leaders, village leaders, and local communities. Snowball sampling is a non-probability sampling technique commonly used in qualitative research to identify potential participants through referrals from existing study subjects. The process involves the following steps: (1) *Initial Participant Selection*: The researcher begins by selecting a few initial participants who meet the criteria for the study. These participants are often individuals who have in-depth knowledge or experience related to the research topic, (2) *Data Collection*: The researcher conducts interviews or gathers information from the initial participants. During these interactions, the researcher may ask for recommendations of other individuals who could provide valuable insights or perspectives on the research topic, (3) *Referral Generation*: Based on the initial participants' recommendations, the researcher identifies new potential participants who fit the study criteria. These referrals can expand the pool of participants and introduce diverse viewpoints, (4) *Contacting New Participants*: The researcher reaches out to the newly identified individuals to explain the research purpose, seek their participation, and schedule interviews or data collection sessions, (5) *Continued Referral Process*: After interviewing the new participants, the researcher may ask for additional referrals to expand the sample further. This iterative process continues until reaching a saturation point where new referrals do not provide substantially different information, (6) *Data Analysis*: Once data collection is complete, the researcher analyzes the information gathered from all participants to identify patterns, themes, and insights relevant to the research objectives, (7) *Reporting Findings*: The researcher presents the findings, incorporating the diverse perspectives obtained through snowball sampling. This method allows for a rich understanding of the research topic by capturing a range of viewpoints from interconnected participants. Snowball sampling is particularly useful when studying hard-to-reach populations, sensitive topics, or niche communities where traditional sampling methods may be challenging. However, researchers should be mindful of potential biases, such as overrepresentation of certain groups, and consider the limitations of generalizability inherent in non-probability sampling techniques.

Results and Discussion

Tourism attractions involve natural beauty, historical places, flora, fauna, traditional culture, and customs. Culture is an attraction for tourism villages, culture-based tourism can preserve culture and provide a different travel experience to tourists. One of the areas in Bali that applies culture-based tourism is Tenganan Pegringsingan Village, precisely in Karangasem Regency. Tenganan comes from the word "ngatengahang" which means going to the center. Tenganan Village is isolated by custom and tradition. Its residents follow strict customs, habits, and religious ceremonies passed down from generation to generation.

The people of Tenganan Village are Bali Aga people, Bali Aga people are the original Balinese people who live in the mountains. This background greatly influences the social life of the people of Tenganan Pegringsingan Village which is based on their hereditary customary laws. The results of the population census conducted in Tenganan Village, Manggis District in July 2021, there were 335 households in the Tenganan Pegringsingan area, with 508 men and 502 women. The total number of Tenganan Pegringsingan Banjar residents is 1010 people (Fadli et al., 2022). The customs of the Tenganan Village community are called "awig-awig", the Tenganan Pegringsingan Village Community makes awig-awig the basis for behavior in their lives. The Tenganan community is a group of indigenous people who continue to follow the principles and ways of life of their ancestors, and this greatly affects their livelihoods (Fadli et al., 2022).

Historically, Bali has a diverse cultural heritage. One of them is a traditional woven fabric. Each region must have unique motifs and meanings for each of its traditional woven fabric crafts. One of them is the traditional weaving craft in Tenganan Village. The weaving craft owned by the people of Tenganan Village is Pegringsingan woven fabric, which has various types, sizes, and motifs that are unique and diverse. Woven fabric is a craft and cultural heritage owned by local culture, and its existence can advance the regional economy (Tuames et al., 2020). Woven fabrics have several functions in the dimensions of life, both social, economic, religious, and aesthetic (Chotimah, 2022). Now woven fabrics are considered a global business opportunity (Untari et al., 2020).

Gringsing woven fabric has 4 types and 27 unique and diverse motifs, many stories from the process of making this woven fabric. One of them is because of the natural dyes used, there are 3 basic colors in Gringsing woven fabrics, such as light yellow or milky white, black, and red. Natural dyes for the red color are obtained from a mixture of noni roots and white veil petals. The yellow color is produced from hazelnut oil, and mixed with sawdust water and thau tree trunk to make it black. The better the color of the fabric motif, the more expensive it will be.

The manufacturing process can be said to be quite complicated, the Pegringsingan woven fabric uses a double ikat technique. This weaving is made from traditional threads that are processed with environmentally safe materials and takes a long time starting from the color dyeing process to weaving. In these woven fabric sheets,

some motifs have a deep philosophical meaning, because the motifs of this woven fabric follow the mindset of the people who live in Tenganan Pegringsingan Village.

Despite advances in science, and technology, and the increasing influence of globalization on people's lives, the Tenganan weaving craftswomen remain dedicated to maintaining the traditions and cultural heritage of Tenganan Pegringsingan Village. Therefore, it is believed that the Gringsing woven fabric contains an important message so that humans on this earth can maintain a balance of life to achieve a harmonious life. Behind the beautiful motif of the Gringsing woven fabric is the great contribution of Tenganan Village women in preserving and maintaining this cultural heritage.

Therefore, women have historically played an important role in the production of Gringsing woven fabric. The role of men in weaving activities is still limited, they only help at certain stages. Women bring important influence to an activity, for example encouraging the woven fabric industry to be more active in its sector.

Women have become supporters to manage and develop tourism areas. Tourism consists of various dimensions, there are environmental, economic, political, historical, and socio-cultural dimensions (Rohmi & Mahagangga, 2020). Women's role is important to channel cultural values as an attraction for local tourism areas (Rohmi & Mahagangga, 2020). The active participation of women in Tenganan Village in channeling culture cannot be doubted, they carry out various roles in traditional life, religion and contribute to meeting family economic needs, and are involved in community activities.

The work spirit of women in Tenganan Village is a manifestation of maintaining self-esteem and preserving cultural customs that have been carried out for generations. Tenganan women are the guardians of cultural purity, they consistently preserve weaving activities as a form of respect for their ancestors. They weave diligently using very traditional tools but can produce beautiful Gringsing woven fabrics.

This was also said by Nyoman Arini (60 years old). The owner of MDK Artshop said:

"I learned to weave from the age of 16, taught by my mother. Because I often saw my mother weaving, I liked it and I wanted to have a successor who could continue. I admire our ancestors in the past, how they were able to make Gringsing cloth motifs while the tools were very limited, unlike now. This is also a form of respect for my ancestors".

Weaving activities continue to be carried out by women in Tenganan Village, which aims to preserve Balinese weaving culture and the sustainability of local culture through weaving activities (Yasmita, 2023), as well as a place for Tenganan women to improve their skills and knowledge in weaving skills. With weaving skills that most women in Tenganan Village use as a source of livelihood to meet family economic needs.

Tenganan Pegeringsingan Village is a tourist village that is visited by local and foreign tourists, this has a good impact on weavers to be able to display their woven fabrics at home directly. The lifestyle and way of life of the community are the main attractions of a tourist village (Triyono, 2020). The economic, physical, and social fabric of the countryside includes culture, agricultural activities, natural landscapes, services, tourism, and the unique history, culture, and experiences offered by the beauty of the village.

Weaving production in Tenganan Village is increasingly growing, and the number of requests and needs for woven fabrics now exceeds the local community. Because the demand for Gringsing cloth is also increasing. Therefore, the role of Tenganan Village Women is very large to improve the quality of life of local communities in the social, economic, and cultural fields through Pegringsingan woven fabrics.



Figure 4. Women's weaving activities in Tenganan Pegringsingan Village

Looking at the facts in the field, it shows that the craftswomen of Tenganan Pegringsingan Village are very responsible for their work as weavers. They can balance their role as a Gringsing cloth weaver without forgetting their responsibilities as housewives such as taking care of the house, cooking, and others. The reproductive role builds women's personalities to be independent when living their lives as housewives (Rohmi

& Mahagangga, 2020). This is also corroborated by the results of interviews conducted by several housewives as well as weavers in Tenganan Pegringsingan Village.

Arini, 60, owner of MDK Artshop, stated:

"In the morning around 6 am, I wake up and start doing housework, such as cooking for my husband and cleaning the house. After that, I usually sit directly in front of the loom and start weaving, and if it starts to get noon, I get up from the loom to rest for a while and start weaving again until the afternoon, after which I clean the house and rest at night".

The consistency of Tenganan women to be able to complete their weaving work promptly and be able to organize effective weaving time. They weave wholeheartedly and with full appreciation for maximum results. In terms of weaving, Tenganan women have set their schedules, by making a good division of time, women's responsibilities in completing their domestic duties will run smoothly. The sustainability of Gringsing woven fabric depends on the transfer of knowledge passed down from generation to generation of Tenganan women. Tenganan women must pass down the knowledge of weaving to their children, especially girls, because they are the ones who will continue the cultural tradition of weaving Tenganan. With the hope that someday they will pass down the knowledge of weaving to their children. Passing down weaving skills is not only done to preserve woven fabrics but also has economic value. This is also corroborated by the opinion expressed by Mrs. Arini:

The opinion of Mrs. Arini, 60 years old, Owner of MDK Artshop said:

"I was taught to weave by my mother when I was 16 years old and my son learned to weave at about the same age, this was done so that someone would preserve the Gringsing cloth weaving activities in this village because this Gringsing cloth business has existed from the time of my ancestors".

And also Mrs. Arini's opinion is supported by the same opinion by Mrs. Ariani, 54 years, Owner of Tunjung Biru Artshop said:

"I used to learn to weave with my grandmother because my mother was a teacher, so she did not continue this Gringsing cloth weaving activity. My grandmother taught me to weave when I was in high school, around the age of 16 to 17 years, starting from learning to tie yarn (Medbed) to weaving. However, I continued my education in Singaraja district for 4 years, and after that, I returned to my village to continue the Tenganan Pegringsingan woven fabric business that has existed for generations."

From the statements of Mrs. Arini and Mrs. Ariani, it can be seen how the role of Tenganan women who remain consistent in preserving and maintaining the making of Gringsing woven fabrics as an effort to maintain the cultural heritage of their ancestors, is also agreed by Mrs. Trisna (45 years) who is also one of the weavers, she said:

"I was taught to weave by my aunt when I was in high school, I went to college and did not weave for several years, but after I graduated from college, I returned to my village to continue weaving Gringsing cloth which has become a hereditary tradition for my family".

Another opinion also came from Mrs. Rusni (59 years old) who is also a Gringsing cloth weaver, she started learning from her father's family cousin at the age of 15, initially, she only learned how to tie threads (medbed) until now approximately 25 years Mrs. Rusni has produced many Gringsing woven fabrics that are traded through art shops owned by her brothers.

With some information that the author got about the traditions in this village, it can be concluded that the weaving activities carried out by the women of Tenganan Pegringsingan Village are unique because this activity has been carried out for generations, and women in Tenganan Village must be able to weave because later they will be needed for the village community in important ceremonies in Tenganan Pegringsingan Village. Although Gringsing woven fabric is a product, the process of making it has an unusual philosophy and story. The activity of weaving Gringsing cloth can be one of the interesting tourist attractions for tourists visiting Tenganan village and provides income for the community (Fattah et al., 2023).

This has made the author see that there is potential for the making of Gringsing woven fabric that can be used as a reference for special interest tour packages. Special interest tourism is tourism that has differences from other tourism, providing a varied vacation experience and more than just a regular vacation trip (Bawole, 2020) (Caciara et al., 2021).

With this reference to creating special tourism interest packages, it is hoped that it can help develop and enrich not only the quantity but also the quality of tourism in Tenganan Pegringsingan Village which is based on lending traditions. The concept plan that can be offered to tourists when visiting Tenganan Pegringsingan Village is, that when tourists arrive at Tenganan Pegringsingan Village, tourists will be greeted by a local tour guide. The local tour guide will provide stories or information about the history, customs, and culture of Tenganan Pegringsingan Village. After that, tourists will be invited to tour the Tenganan Pegringsingan village environment. Tourists will be invited to visit one of the homes of Tenganan residents who are sending Gringsing woven cloth, there tourists can see firsthand how the process of making Gringsing woven cloth is made. Tourists will also be invited to get involved in the series of making Gringsing woven cloth. Starting from trying to directly weave Gringsing woven cloth. Involved in the process of coloring the thread which is still plain white and the stage of tying the thread (medbed) after the coloring is complete.

When tourists are carrying out tying or tying threads, the tourists will always be guided by a local tour guide while being given storytelling or stories about the steps and philosophy involved in making Gringsing woven cloth.

Finally, tourists will also be shown directly several types of motifs and shapes of Tenganan Pegringsingan woven cloth which have gone through quite a long manufacturing process until the cloth is ready to be stored for traditional ceremonies in Tenganan Village or sold to tourists.



Figure 5. Tourist weaving activities in the series of making Gringsing Woven Cloth



Figure 6. Tourist activities tie threads (Medbed) in a series of making Gringsing Woven Cloth

This activity concept plan will later be put together and packaged into a special interest tour package that will be sold to tourists who want to travel to Tenganan Pegringsingan Village. With this, it is hoped that it can add insight to tourists about the history, and cultural philosophy of Tenganan Pegringsingan Village, as well as a series of Gringsing woven fabric making so that it can provide a more valuable travel experience to tourists.

In addition, some business experiences that can be gained from the development of Gringsing woven fabric and the role of women in the tourism industry in Tenganan Pegringsingan Village are as follows: (1) *Local Product Marketing Experience*: By developing Gringsing woven fabric as a local superior product, entrepreneurs can gain experience in marketing traditional and unique products and in demand by tourists. This can open up opportunities to expand market reach and increase revenue from product sales, (2) *Women's Empowerment Experience*: Involving women in the production process of Gringsing fabric can provide experience in managing women's empowerment programs in the tourism sector. This not only creates a positive impact for women economically but also strengthens the position of women in the tourism industry, (3) *Special Tour Package Development Experience*: By creating special tour packages that involve hands-on experience activities in making Gringsing fabrics, entrepreneurs can gain experience in designing and managing culture-based tours that attract tourists. This can increase the attractiveness of destinations and provide differentiated experiences for tourists, (4) *Collaborative Experiences with Local Communities*: Involving local communities, including local tour guides, in the development of tour packages and promotion of destinations can provide experience in building sustainable partnerships. Collaboration with local communities can strengthen relationships with local communities and support sustainable tourism development. By utilizing the above experiences, business people in the tourism sector in Tenganan

Pegeringsingan Village can develop business strategies oriented towards marketing local products, empowering women, developing culture-based tour packages, and collaborating with local communities to achieve sustainable business success and have a positive impact on the local community.

Conclusion

The role of women in Tenganan Pegringsingan Village can be said to be quite large in developing tourism in Tenganan Village, through the many cultural traditions that exist and have been carried out for generations to maintain their customs to this day. In line the research aims to explore the development of a women's empowerment model based on local wisdom in the Tenganan-Pegringsingan Traditional Village, Bali (Ruja et al., 2023). Where the results of consistency in the many traditions they have carried out have various positive impacts on the business, development of tourism, and the economy in Tenganan Pegringsingan Village. Like the tradition of weaving Gringsing cloth which must be carried out from generation to generation to all women born and living in Tenganan Pegringsingan Village. The tradition of weaving and Gringsing woven fabric which is now in the spotlight of the world makes more and more visits to Tenganan Village as well as increasing demand for the Gringsing woven fabric itself. Where the making of this special interest tour package reference can be one example to tell visitors about the history, philosophy, and process of making Gringsing woven fabric. The implications of this research highlight the vital role of women in preserving cultural heritage through traditional weaving practices, showcasing the potential for sustainable tourism development and economic empowerment in Tenganan Pegringsingan Village. The business implications of the development of Gringsing woven fabric and the role of women in tourism in Tenganan Pegringsingan Village include opportunities to expand the market with unique products, women's empowerment as a sustainable business model, innovation in tourism experiences, and collaboration with local communities to support sustainable tourism development.

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