

## Development of an Educational Program to Increase Cultural Awareness and Tourism Ethics in Puri Gede Kaba Kaba

I Nyoman Sudiarta <sup>1</sup>

<sup>1</sup>Institut Pariwisata dan Bisnis Internasional; Indonesia; nyoman.sudiarta@ipb-intl.ac.id

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### Abstract

This research aims to determine the development of educational programs that can increase cultural awareness and tourism ethics in Puri Gede Kaba-Kaba. The qualitative research method focuses on collecting data through observation, interviews, and documentation of thoughts to gain an in-depth understanding of the research subject. Through the Milles and Huberman data analysis method, this research identified implied meanings and comprehensive categorization of data, which was then interpreted to reveal relationships between categories. The research results show that the educational program developed successfully integrates the concept of Eudaimonia, Kant's deontological view, and Kohlberg's theory of moral development in character education. The program effectively teaches respect for local culture, environmental responsibility, and social awareness and contributes to preserving cultural heritage and the environment. This research concludes that comprehensive character education can improve moral character and wise decision-making among tourism actors and visitors, with direct implications for increasing the positive benefits of the tourism industry for local communities. The implications of this research also include recommendations for implementing similar educational programs in other tourism locations, involving more comprehensive collaboration with educational institutions and using social media to promote and evaluate tourism culture and ethics education activities.

### Keywords

Cultural Awareness; Education; Puri Gede Kaba Kaba; Tourism Ethics

### Corresponding Author

I Nyoman Sudiarta

Institut Pariwisata dan Bisnis Internasional; Indonesia; nyoman.sudiarta@ipb-intl.ac.id

## 1. INTRODUCTION

Education is crucial in increasing cultural awareness and tourism ethics (Fatoni, 2019; Pramala, 2018). Through education, tourism actors can understand the importance of respecting and preserving local culture and the environment to reduce negative impacts such as preserving threatened culture and environmental damage. Education also helps tourists develop a more respectful attitude towards cultural diversity, broaden their understanding of cultural heritage, and behave responsibly in tourism activities. Education is also crucial in changing the tourism paradigm to be more sustainable and responsible. With a deeper understanding of cultural values and tourism ethics, tourists can make wiser decisions, choose tourism experiences that are more memorable and have a positive impact, and contribute to preserving the culture and environment in tourist destinations.

One of the main problems in Indonesia related to tourism is the lack of cultural awareness and



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tourism ethics needed to preserve cultural heritage and the environment (Firdaus & Mursalin, 2022; Marlina et al., 2019); EB (Santoso et al., 2021; Sayidin et al., 2023; Yudhistira et al., 2021). This is often seen in destructive practices such as environmental pollution, excessive commercialization, and a lack of appreciation for the uniqueness of local culture. Without awareness and respect for cultural and environmental values, the tourism industry in Indonesia may face severe challenges in maintaining sustainability and obtaining long-term positive benefits for local communities and tourists.

Eudaimonia in Aristotle's theory of virtue ethics is a state of sustainable well-being achieved through virtue and good behavior, reflecting good morals and noble life goals (Ryan & Martela, 2016). This concept emphasizes the importance of developing moral character and practicing virtue to achieve sustainable prosperity in human life (Sidiq & Saputra, 2023). According to Kant, the deontological concept emphasizes that an action's morality depends not on its consequences but on a universal obligation based on the categorical imperative, recognizing human dignity and encouraging an autonomous will to act morally. In deontology, moral actions are actions carried out because of moral obligation, not because of certain motives or consequences (Riofuku, 2023). Kohlberg's theory of moral development highlights three primary levels that reflect the evolution of an individual's moral reasoning from obeying rules to considering universal ethical principles, illustrating that moral development is influenced not only by direct experience but also by understanding of society's values and needs (Michael, 2007, Hasanah, 2019). According to Mulyasa, character education is a comprehensive process that aims to guide individuals in making wise decisions and applying moral values in everyday life, focusing on moral awareness, knowledge of moral values, ethical reasoning, and perspective-taking, principled decision-making, and self-awareness. This aims to form individuals with integrity, responsibility, and empathy and positively contribute to society (Mulyasa, 2021a, 2021b, 2022a, 2022b).

Some of his previous works include RB. Suharta et al. (2021) believe collaboration between tourism awareness groups, youth organizations and community reading parks can effectively build community literacy awareness and develop tourism education in tourist villages with enchanting natural potential. (Suharta et al., 2021). Santoso et al. (2023) state that Indonesian National Insight and Local Wisdom play an important role in building awareness of the identity of the Indonesian nation, integrating local values with global learning, and creating a society that is inclusive and able to compete in the economy. globalization era (G. Santoso et al., 2023). Kumaji et al. (2021) show the importance of standardization, strong governance, partnerships, local community perception, capacity building, consumer satisfaction, and participation of other stakeholders in sustainable ecotourism development (Kumaji et al., 2021).

The research gap lies in the lack of development of an integrated and comprehensive educational program, the lack of maximum application of moral concepts such as Eudaimonia in Aristotle's theory of virtue ethics and Kant's deontological concept, and the absence of in-depth research regarding the effectiveness of existing education or planned educational programs. There is also a gap between moral and ethical theory and its practical implementation in the field, thus indicating the need for research that focuses more on understanding the challenges and obstacles to implementing moral and ethical values in daily tourism activities at Puri Gede Kaba-Kaba. The purpose of writing this work is to determine the development of educational programs to increase cultural awareness and tourism ethics in Puri Gede Kaba Kaba.

## 2. METHODS

This qualitative research emphasizes an in-depth understanding of phenomena through direct observation, in-depth interviews, and document collection. This research focuses on an educational program to increase cultural awareness and tourism ethics in Puri Gede Kaba-Kaba. This program covers various educational aspects, such as training for tourism actors, cultural education for tourists

through media such as brochures and videos, cultural homestay programs, traditional art classes, and introduction to sustainable environments. Research subjects are individuals involved in the educational program, including tourism actors at Puri Gede Kaba-Kaba, tourists visiting the location, and participants in traditional art classes and cultural homestay programs. This subject also includes educational actors involved in preparing and implementing programs, such as educators and collaborators from the educational institutions involved. Primary data was obtained directly from interviews, observations, and participation in program activities. Secondary Data includes documents such as brochures, videos, and training materials used in the program and other related publications that support understanding of the program context.

### 3. FINDINGS AND DISCUSSIONS

#### *The Urgency of Developing Educational Programs to Increase Cultural Awareness and Tourism Ethics*

The concept of Eudaimonia in Aristotle's theory of virtue ethics refers to the highest virtue, which is the goal of human life. Although it is often interpreted as "happiness," Aristotle defines it as a condition or state more than temporary happiness. Eudaimonia is where humans achieve sustainable well-being through virtue and good behavior. Aristotle identified virtue as a form of attitude consisting of wisdom, courage, generosity, and justice. By following these principles of virtue, humans can achieve Eudaimonia, or the highest virtue that reflects good morals and noble life goals. The concept of Eudaimonia highlights the importance of developing moral character, practicing virtue, and achieving sustainable well-being in human life (Sidiq & Saputra, 2023).

The logical concept, especially in Kant's view, emphasizes that the morality of an action is not determined by the results or consequences it causes but by the principle of universal obligation. In deontological ethics, an action is considered moral if done because of an inherent obligation, not personal gain or motivation. This concept emphasizes the importance of following universal moral laws, where actions taken must follow categorical imperatives that can be made into universal laws, recognizing human dignity as an end in itself and encouraging autonomous will. In other words, deontology emphasizes that moral actions are actions carried out because of universally recognized moral obligations, not because of certain motives or consequences. (Riofuku, 2023).

Kohlberg's theory of moral development describes how individuals experience transformations in their moral reasoning as they grow and experience life. This theory consists of three levels, each with several stages indicating progress in a person's moral reasoning. The first level is Preconventional Morality, where individuals tend to obey rules to avoid punishment or obtain personal benefits. The second stage at this level is Individualism and Exchange, where the individual begins to consider individual needs and how these actions serve personal interests (Kohlberg, 2019).

The second level in Kohlberg's theory is Conventional Morality, where individuals consider social experiences, tasks, and roles in fulfilling socially accepted norms. The third stage at this level is Interpersonal Relations, where individuals prioritize conformity and behave well following social expectations. The fourth stage is Maintaining Social Order, where individuals consider the importance of obeying the law and respecting authority to maintain social order. The final level in Kohlberg's theory is Post-conventional Morality, which includes Stage Five – Social Contract and Individual Rights, where individuals consider differences in values and understand their impact on the importance of the rule of law for maintaining society. The sixth stage is Universal Principles, where individuals follow universal ethical principles and principles of justice even though they conflict with applicable laws and regulations (Meifang, 2024). The overall concept of Kohlberg's theory suggests that an individual's moral development depends not only on direct experience but also on their ability to understand and consider values, ethical principles, and the needs of society in making moral decisions. This theory provides an in-depth view of how individuals grow in their moral understanding and interact with society in the

context of moral and ethical values (Hasanah, 2019).

Character education is a comprehensive process that aims to guide children in making appropriate and wise decisions, which they then integrate into their daily lives, fostering a positive impact on their environment. As expressed by Ratna Megawangi, the educational approach emphasizes the cultivation of wisdom in decision-making and its practical application in real-life situations. (Nurrokhimah & Yulia, 2022). Likewise, the definition of character education, according to Fakhry Gaffar, emphasizes its transformative nature, namely the instillation of life values in an individual's personality, thus leading to harmony between these values and the manifestation of behavior in various contexts. (Rofi'ie, 2019; Sari & Irawan, 2023).

To ensure the success of character education, it is essential to have a deep understanding of its core principles and goals. HE. Mulyasa's insight further explains this, emphasizing that character education develops from initial awareness and understanding of moral values to a deep sense of concern and commitment, ultimately manifesting in meaningful actions and behavior. (Muslim, 2020). This progress underscores the importance of teaching moral concepts and instilling a genuine sense of responsibility and empathy towards others.

Mulyasa's description of six essential components in moral understanding provides a structured framework for character education. These components include moral awareness, which includes recognizing ethical dilemmas and understanding their implications; knowledge of moral values, which includes a comprehensive understanding of virtues such as honesty, respect, and empathy; moral reasoning, which involves logical thinking and ethical decision making; perspective taking, which encourages individuals to consider different points of view and empathize with others; decision making, which empowers individuals to make courageous and principled choices; and self-awareness, which involves understanding one's values, beliefs, and motivations (Mulyasa, 2021a, 2021b, 2022b, 2022a). In essence, character education is a multifaceted process that does more than impart moral knowledge; it aims to foster individuals in society who have a profound moral awareness, demonstrate integrity in their actions, and make positive contributions to the progress of society.

In facing the challenges of globalization and the rapid development of the tourism industry, it is essential to develop educational programs that focus on increasing cultural awareness and tourism ethics. Through an approach that integrates the concept of Eudaimonia in Aristotle's theory of virtue ethics, Kant's deontological views, and Kohlberg's theory of moral development, educational programs can be designed to create an environment that supports the development of strong moral character. This includes instilling universal moral obligations, understanding universal values, and applying the principles of justice in tourism activities.

The character education approach is critical in dealing with the complexities of tourism ethics, such as the dilemma between economic profits and cultural and environmental preservation. By incorporating moral concepts such as respect for local culture, environmental responsibility, and awareness of the social impacts of tourism activities, educational programs can guide individuals in making wise and responsible decisions. This is important to ensure cultural and environmental sustainability while providing a positive experience for tourists and local communities.

Through a deep understanding of moral and ethical values, as well as character development based on universal moral obligations and principles of justice, educational programs to increase cultural awareness and tourism ethics can be a strategic step in preserving cultural heritage and the environment, as well as increasing the positive benefits of tourism. Tourism industry for local and global communities.

### ***Development of an Educational Program to Increase Cultural Awareness and Tourism Ethics in Puri Gede Kaba Kaba***

Puri Gede Kaba-Kaba is a cultural tourist destination rich in Balinese history and traditions. To

increase awareness of tourism culture and ethics in Puri Gede Kaba-Kaba, it is necessary to design an educational program focusing on education, appreciation and preservation of culture and ethics in tourism. The following are several educational programs that can be developed:

- a. **Tourism Culture and Ethics Training.** This program includes training for tourism actors, such as tour guides, homestay managers, and souvenir traders, about Balinese cultural values, customs, and ethics in interacting with tourists. The training material includes the Balinese language, dress code, etiquette, and polite behavior.
- b. **Cultural Education for Tourists.** Through brochures, short videos, and cultural introduction sessions before entering Puri Gede Kaba-Kaba, tourists can be introduced to Balinese cultural values, the history of Puri Gede Kaba-Kaba, and the importance of maintaining cleanliness and friendliness when visiting.
- c. **Cultural Homestay Program.** Collaborate with homestay owners to hold inclusive lodging programs, where tourists can participate in daily activities of local communities, such as cooking traditional dishes, participating in traditional ceremonies, or learning Balinese handicrafts.
- d. **Arts and Crafts Classes.** Hold classes in traditional Balinese arts, such as painting, weaving, or carving, led by local artists. This not only improves tourists' artistic abilities but also appreciates the beauty and uniqueness of Balinese culture.
- e. **Introduction to the Environment and Nature Conservation.** This program invites tourists and local communities to understand the importance of preserving the environment around Puri Gede Kaba-Kaba. Activities such as beach cleaning, tree planting, and plastic waste reduction campaigns can be carried out regularly.
- f. **Collaboration with Schools and Universities.** Organizing educational visits for school and college students to learn about history, culture, and local wisdom at Puri Gede Kaba-Kaba. The program may also include research or work projects involving young people's active participation in preserving cultural heritage.
- g. **Promotional and Educational Information.** Through social media, websites, and other promotional materials, educational information about Puri Gede Kaba-Kaba can be conveyed to a broad audience. It contains inspiring stories, historical facts, and practical information about visiting Puri Gede Kaba-Kaba.
- h. **Continuous Monitoring and Evaluation.** It is essential to monitor and evaluate these educational programs' effectiveness continually. Satisfaction surveys, field observations, and discussions with local stakeholders can be evaluation methods to determine program success and identify areas for improvement.

There are ongoing efforts to increase cultural awareness and tourism ethics in the beautiful area of Bali known as Puri Gede Kaba-Kaba. As a cultural tourism destination rich in Balinese history and traditions, Puri Gede Kaba-Kaba is the center of attention of stakeholders who care about preserving cultural heritage and educating ethics in traveling. The development of educational programs is the main focus in increasing understanding and appreciation of Balinese culture and ethical tourism practices at Puri Gede Kaba-Kaba. Various programs have been designed and implemented to achieve these goals:

Tourism Culture and Ethics Training at Puri Gede Kaba-Kaba reflects the concept of Eudaimonia. This is not just a training program; it is an in-depth effort to build the practice of virtue and good behavior among those who interact with Bali's cultural heritage and visitors. Tourism actors such as tour guides, homestay managers and souvenir traders are invited to understand Balinese cultural values in depth in an atmosphere full of warmth and enthusiasm. They learn how to dress, the Balinese language, and etiquette which is highly valued in Balinese society. More than just knowledge, this

training teaches polite attitudes and behavior in interacting with tourists, reflecting the principles of benevolence that are important in Eudaimonia. With each step taken in this training, awareness of the existence of a rich culture and the need to preserve it grows stronger. It is not just about enhancing the traveler experience but about creating sustainable prosperity for local communities and preserving the cultural heritage at the heart of Puri Gede Kaba-Kaba.

The Cultural Education Program for Tourists at Puri Gede Kaba-Kaba is designed following the principles of deontology according to the views of Immanuel Kant. Kant, a famous ethical philosopher, stated that the morality of an action does not depend on the consequences or outcomes it causes but on universal moral obligations that do not depend on individual interests or personal gain. With this principle as its foundation, this educational program was built to provide an in-depth introduction to tourists before entering Puri Gede Kaba-Kaba. In essence, this program aims to introduce tourist destinations and form a deep understanding of the cultural, historical, and ethical values that must be upheld during a visit. Before entering the tourist area, tourists will be given a brochure and a short video explaining Balinese cultural values, the history of Puri Gede Kaba-Kaba, as well as the importance of maintaining cleanliness and respecting local culture. Not only that, they will also receive a direct introductory session on how to interact politely and respectfully with the local community and the surrounding environment.

This program emphasizes that maintaining cleanliness and respecting local history and culture is not an option but a moral obligation every tourist must have. No personal motive or personal gain can hinder this moral obligation. Travelers are reminded that their actions must follow universal principles of moral obligation without considering the consequences or results for themselves. Thus, this educational program provides information and forms attitudes and behaviors that follow universal ethical principles, reminding tourists that when traveling, they have a moral responsibility to respect and preserve the culture and environment they visit.

The Cultural Homestay Program at Puri Gede Kaba-Kaba is an initiative that invites tourists to stay and collaborates closely with the local community to follow traditions and appreciate Bali's rich and unique cultural values. Through this program, tourists are invited to be more than just visitors; they become part of the local community, experience authentic daily life, and experience the beauty of Balinese cultural traditions in depth. Upon arrival at Puri Gede Kaba-Kaba, tourists are warmly welcomed by the homestay hosts, who not only provide a comfortable place to stay but also open the door to the world of local culture. This homestay program invites tourists to participate in daily activities that follow Balinese traditions and customs. They can learn to cook traditional Balinese dishes, participate in traditional ceremonies led by local residents, or even learn to make handicrafts such as weaving or carving. Not only that, through direct interaction with the local community, tourists can appreciate the cultural values that are highly respected in Bali, such as respect for others, friendliness and togetherness in everyday life. They are spectators and actors in creating harmonious interpersonal relationships and strengthening cross-cultural social ties.

The importance of collaboration with local communities also reflects the Social Contract stage in Kohlberg's theory. In making decisions regarding participation in cultural activities, tourists consciously consider social values and universal principles relating to respecting and preserving cultural heritage. They experience experiences that change their views on life, values, and their role in maintaining cultural continuity. Thus, the Cultural Homestay Program at Puri Gede Kaba-Kaba not only creates a different staying experience but also becomes a means to deepen understanding and appreciation of the rich culture of Bali and build closer relationships between tourists and local communities.

In everyday life at Puri Gede Kaba-Kaba, the arts and crafts atmosphere is at the core of its existence. From every painting created with dedication to every piece of weaving that depicts the long history of Balinese traditions, art is not just a skill but also a window into moral values that strengthen

a person's character. Arts and Crafts Classes at Puri Gede Kaba-Kaba are not just places to learn techniques and hone skills. More than that, this class is a space where every line, color, and pattern teaches more than just aesthetics. They carry a message about honesty, about how every brush stroke reflects the integrity instilled in every artist. Studying art here is a step towards developing a strong moral character. When a student pays attention to detail, it shows respect for the creative process and hard work. When they face difficulties creating work, it is an opportunity to strengthen their perseverance and grit.

However, this class is also about more than just developing individual skills and character. It is a meeting point where rich Balinese culture and life values meet. Through traditional arts, students learn about painting or weaving techniques and local wisdom that colors the lives of generations. Creativity is a way to express ourselves, but it is also a means to understand and appreciate the beauty around us. Every work of art created has a story about respect for nature, cultural diversity, and the harmonious relationship between humans and the environment. Thus, arts and crafts classes at Puri Gede Kaba-Kaba give birth to new skills and embrace life values that change a person's character. These reflect honesty, respect, creativity, and perseverance, a strong foundation for a cultured and moral society in Puri Gede Kaba-Kaba.

Amid the enchanting natural beauty of Puri Gede Kaba-Kaba, an initiative has emerged as a form of deep concern for the environment and natural heritage. The Introduction to the Environment and Nature Conservation Program at Puri Gede Kaba-Kaba is not just a series of activities but a call to understand and preserve natural life. Every visit to Puri Gede Kaba-Kaba provides the charm of Bali's rich culture and the opportunity to understand the harmonious relationship between humans and nature. Tourists are invited to reflect on the importance of protecting the surrounding environment, not only as an obligation but as a form of virtuous practice that reflects wisdom in preserving nature.

Through this program, every step taken has deep meaning. From an introduction to abundant biodiversity to the importance of maintaining the cleanliness and beauty of nature, every information is conveyed with great affection for the environment home to many living creatures. Not only that, this program is also a vehicle for developing moral awareness of the environment. By involving local communities, this program provides space for them to participate in nature conservation efforts. Every small action they take, such as cleaning beaches, planting trees, or campaigning to reduce plastic waste, protects the physical environment and forms characters who care and are responsible for the earth where they live. This program encourages people to protect the environment and has a broader impact in forming attitudes and values that uphold goodness and sustainability. This preserves natural beauty for the current generation and provides a valuable legacy for future generations, a legacy of moral awareness and sincere love for the universe.

Collaboration with schools and universities in developing educational programs to increase cultural awareness and tourism ethics in Puri Gede Kaba-Kaba aligns with Kohlberg's Moral Development Theory. This collaboration is not just cooperation between educational institutions. However, it is also a forum that provides a golden opportunity for the younger generation to explore and understand the cultural values, historical riches, and local wisdom inherent in the Balinese cultural heritage at Puri Gede Kaba-Kaba. In the context of Kohlberg's theory, this kind of collaboration is a critical stage where pupils and students can take their journey of moral development. They are not only invited to study cultural and historical values theoretically but are also exposed to practical experiences that encourage them to carry out moral reasoning and play an active role in efforts to preserve cultural heritage.

Activities such as educational visits, participation in research or work projects related to local culture, and interactive dialogue with cultural figures and historians are all part of the experiences that build the moral character of young people. They are invited to take diverse points of view, consider the values inherited from their ancestors, and face moral dilemmas that may arise in cultural preservation.

By involving pupils and students in this process, collaboration with schools and universities becomes a means of increasing knowledge and developing deep moral and ethical qualities. They are not just passive spectators, but they become active actors and play a role in preserving cultural heritage, upholding human values, and building wider awareness about preserving culture for future generations.

In field data, Puri Gede Kaba-Kaba presents educational information through social media, official websites, brochures, and other promotions. Every word conveyed is intended to provide information and inspire visitors to understand and uphold moral and ethical values in traveling. With gentle sunlight shining on cultural heritage, educational information introduces Bali's rich cultural values and cherished customs. Visitors are invited to understand the Balinese language, good manners, and the importance of maintaining harmonious relations with the local community.

Through charming stories, the history of Puri Gede Kaba-Kaba is revealed with great pride. Visitors are taken on a curious journey through time, exploring the unique diversity of Balinese traditions, art, and life. However, educational information does not just stop at stories from the past. Under the bright sunlight, the importance of cultural and natural conservation is emphasized. Visitors are invited to participate in preserving historical buildings, environmentally friendly practices, and reducing plastic waste to create sustainable tourist destinations.

Additionally, a tourist etiquette guide guides visitors every step of the way. In subtle ways, they are invited to maintain cleanliness, respect local norms, and interact with the community with complete respect and empathy. Not just information, this narrative is also a call to be morally and socially responsible. When the sun sets, visitors are invited to take home an experience that leaves a beautiful trail but also an inspiration to maintain culture and ethics at every step.

Continuous monitoring and evaluation in the development of educational programs at Puri Gede Kaba-Kaba is not just an administrative obligation but also a necessary foundation underlying the ethical values and cultural awareness we want to instill. In this context, an approach that integrates the concepts of Eudaimonia and character education becomes increasingly relevant and essential. By viewing monitoring and evaluation as a tool to achieve broader moral goals, this educational program aims to improve the welfare of society as a whole and strengthen cultural awareness and tourism ethics. This is done by realizing that the effectiveness of a program is not only measured by the number of participants or level of participation but also by the impact produced in increasing understanding, behavior, and attitudes that align with values. It is being advocated for.

Through regular monitoring and in-depth evaluation, educational programs can measure how participants have internalized the cultural values and tourism ethics taught. For example, whether they can apply knowledge about Balinese customs in their daily interactions with tourists or have taken concrete steps to maintain the cleanliness of the environment around the tourist destination. More than that, the Eudaimonia approach and character education teach that the success of a program lies not only in results that can be measured directly but also in the transformation that occurs within individuals and society as a whole. Continuous monitoring and evaluation help identify improvement areas, refine implementation strategies, and adapt programs to emerging needs. Thus, monitoring and evaluation is not just a performance assessment tool but also a means of strengthening commitment to ethical values, improving the quality of teaching, and providing a sustainable impact in developing cultural awareness and tourism ethics in Puri Gede Kaba-Kaba and encouraging prosperity. Holistic social.

#### 4. CONCLUSION

The educational program developed at Puri Gede Kaba-Kaba aims to increase cultural awareness and tourism ethics in the face of globalization and the rapid development of the tourism industry. This program integrates the concept of Eudaimonia from Aristotle's theory of virtue ethics, Immanuel Kant's



deontological views, and Lawrence Kohlberg's theory of moral development to create an environment that supports the development of strong moral character through the cultivation of universal moral obligations and the application of the principles of justice. Character education is the key to dealing with tourism ethical dilemmas, such as the conflict between economic profits and cultural and environmental preservation. This program is designed to teach respect for local culture, environmental responsibility, and awareness of the social impacts of tourism activities, helping participants make wise and responsible decisions. To achieve this goal, educational programs that can be developed include cultural and tourism ethics training for tourists, provision of cultural education through brochures and videos, inclusive cultural homestay programs, traditional Balinese art classes, introduction to nature conservation, collaboration with educational institutions, and utilization social media for promotion and information dissemination. In addition, ongoing monitoring and evaluation are carried out to assess the program's effectiveness in preserving cultural heritage and the environment and increasing the positive benefits of the tourism industry for local and global communities.

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