

## TABLE OF CONTENTS

APPROVAL PAGE.....	ii
STATEMENT OF PLAGIARISM .....	iii
PREFACE.....	iv
TABLE OF CONTENTS .....	vii
LIST OF TABLES.....	xiii
LIST OF FIGURES.....	xv
ABSTRAK.....	xvi
ABSTRAC.....	xvii
CHAPTER I.....	2
INTRODUCTION.....	4
1.1 Background.....	4
1.2 Research Problem .....	9
1.3 Research Objectives.....	11
1.4 Research Benefits.....	12
1.5 Research Originality .....	13
CHAPTER II.....	19
LITERATURE REVIEW AND THEORETICAL FRAMEWORK .....	19
2.1 Literature Review.....	19
2.1.1 Farmers' Adaptive Behaviour .....	19
2.1.2 Subak Organisations.....	21
2.1.3 <i>Tri hita karana</i> Values.....	22
2.1.4 Eco-Tourism.....	24
2.1.5 Subak Regulation ( <i>Awig-awig</i> ) .....	30
2.1.6 Determinant Factors .....	33
2.2 Theoretical Framework.....	35
2.2.1 Cultural Theory .....	35
2.2.2 Behavioural Theory.....	36
2.2.3 Attitude Theory .....	39
2.2.4 Perception Theory .....	41
2.2.5 Motivation Theory .....	44
2.2.6 Role Theory.....	47
3. Conceptual Framwork.....	52

2.4 Hypotheses .....	56
CHAPTER III.....	57
RESEARCH METHODOLOGY .....	57
3.1 Basic Method .....	57
3.2 Data Collection Method.....	57
3.2.1 Research Location.....	57
3.2.2 Sampling Technique.....	58
3.3 Data Collection Technique.....	59
3.4 Types of Data in the Study.....	60
3.5 Operational Definition and Variable Measurement .....	61
2.5 Data Analysis Methods and Hypotheses Testing .....	66
3.6.1 Scoring Techniques .....	66
3.6.2 Validity, Reliability, and Normality Tests .....	68
CHAPTER IV .....	79
DESCRIPTION OF THE RESEARCH AREA .....	79
4.1 Research Area Profile .....	79
4.1.1 Geographical Location and Topography .....	79
1.2 Demographic Conditions .....	80
4.2.1 Population Density.....	81
1.2.2 Age Structure of the Population.....	82
1.2.3 Employment .....	83
4.3 Condition of Agriculture .....	86
4.4 Tourism Conditions and Development of Eco Tourism in Bali Province.....	87
4.5 Institutions in the Eco Tourism Development in Bali Province.....	89
4.5.1 Supporting Institutions of Subak .....	90
CHAPTER V .....	93
CHARACTERISTICS OF RESPONDENTS AND INTERNAL FACTORS THAT INFLUENCE FARMERS ADAPTIVE BEHAVIOUR TOWARDS ECO TOURISM INTEGRATION .....	93
5.1 Characteristics of Respondents .....	93
5.1.1 Age of Farmers.....	93
5.1.2 Formal Education.....	96
5.1.3 Land Ownership.....	98

5.1.4	Farming Experience .....	100
5.1.5	Land Size.....	101
5.1.6	Other Occupations.....	103
5.1.7	Status within the Subak Organisation .....	104
5.1.8	Social Media Engagement.....	106
5.2	Farmer Perception.....	107
5.3	Farmer Attitude .....	112
5.4	Farmer Motivation .....	117
CHAPTER VI .....		122
EXTERNAL DETERMINANT FACTORS INFLUENCING FARMER ADAPTIVE BEHAVIOUR TOWARD ECO TOURISM INTEGRATION .....		
6.1	Subak Regulation ( <i>Awig-awig</i> ) .....	122
6.2	Role of <i>Pekaseh</i> .....	127
6.3	Role of Extension Officer .....	131
6.4	Role of Social Media .....	137
CHAPTER VII .....		142
FARMERS' ADAPTIVE BEHAVIOUR TOWARDS ECO TOURISM INTEGRATION IN THE IMPLEMENTATION OF <i>TRI HITA KARANA</i> VALUES .....		
7.1	<i>Parhyangan</i> .....	142
7.2	<i>Pawongan</i> .....	147
7.3	<i>Palemahan</i> .....	153
CHAPTER VIII.....		160
ANALYSIS OF THE MODEL AND DETERMINANT FACTORS INFLUENCING FARMER ADAPTIVE BEHAVIOUR TOWARD ECO TOURISM INTEGRATION IN THE IMPLEMENTATION OF <i>TRI HITA</i> <i>KARANA</i> VALUES .....		
8.1	Structural Model Analysis.....	160
8.1.1	Basic Assumptions of Structural Model Analysis.....	160
8.1.2	Normality of Data and Outlier Evaluation.....	161
8.1.3	Interpretation of the Structural Model Analysis.....	166
8.1.4	Evaluation of Measurement Model Assumptions .....	168
8.2	Hypothesis Testing.....	171
CHAPTER IX .....		179

ANALYSIS OF INTERNAL FACTORS AND EXTERNAL FACTORS IN FARMERS' ADAPTIVE BEHAVIOUR TOWARDS ECO TOURISM INTEGRATION IN THE IMPLEMENTATION OF <i>TRI HITA KARANA</i> VALUES .....	179
9.1 Internal Factors that Influence Farmers' adaptive behaviour towards Eco Tourism Integration in the Implementation of <i>Tri hita karana</i> Values .....	179
9.2 The Influence of External Relationships on Farmers' adaptive behaviour towards Eco Tourism Integration in the Implementation of <i>Tri hita karana</i> Values.....	183
9.3 The Relationship between Internal Factors and External Factors in Farmers' adaptive behaviour towards Eco Tourism Integration in the Implementation of <i>Tri hita karana</i> Values .....	186
9.4 Farmers' adaptive behaviour towards Eco Tourism Integration based on <i>Tri hita karana</i> .....	189
9.5 A Conceptual Model of Farmers' adaptive behaviour towards Eco Tourism Integration in the Context of <i>Tri hita karana</i> Values .....	192
CHAPTER IX .....	200
CLOSING .....	200
9.1 Conclusion .....	200
9.2 Recommendations.....	201
9.2. 1. Recommendations for Government.....	201
9.2.2 Recommendations for Future Researchers.....	202
9.2.3 Recommendations for the Community (Subak Farmers).....	203
REFERENCE.....	205
APPENDIX.....	222
1. Documentation.....	222