



Do They Care?: Looking into Flashpacker's Accommodation Preferences in Bali Post Covid-19

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Abstract. The Covid-19 pandemic provided an opportunity for Bali to improve as a tourism destination. One of which is the CHSE (Cleanliness, Health, Safety, and Environmental Sustainability) certification for the accommodation sector to assist Bali in reviving its tourism industry by gaining the trust of the tourists. However, this certification is frequently questioned on its effectiveness in promoting resilience to the destination. To give an alternate discussion, this article compares flashpackers' accommodation preferences from 2019 to 2020 using TripAdvisor data. A Social Network Analyst is employed to analyze the data and elucidate conclusions. The findings indicated that post the pandemic, CHSE contributes to flashpackers' preference for staying at a certain accommodation.

Keywords: CHSE · Covid-19 · flashpacker · Bali

1 Introduction

Behind Bali's fall as a result of the Covid-19 outbreak, there is a growing tourist phenomenon called "the flashpacker". As an extended version of "backpacking"—flashpacking has become a popular travel style in recent years. Bali has developed into a national and international flashpacker hub on a regional scale, serving as a gateway to other locations [1–3]. This is because tourists who previously came to Bali as backpackers have established themselves and now travel in flashpacks. Bali and Thailand were also highlighted in Sydney Morning Herald [4] as backpacker hotspots that have evolved into flashpacker destinations.

With the emergence of a social media phenomenon that gave rise to phrases like "celebgram" and "YouTuber"; travelers who work while traveling are becoming more frequent today [3, 5, 6]. To obtain intriguing social media content, the voyage will be

centered on current trends. For example, consider the phenomena of relocating from one place to another, which gave rise to the word "staycation," which became popular some time ago. A staycation is just staying somewhere for a short period of time to relax for a while. Because of the nature of these visitors, who prefer to switch accommodation in locations, this is one kind of hypermobility in the context of flashpackers.

Nonetheless, the development is shattered due to the Covid-19 pandemic. For Bali, there has been a dramatic decline in foreign tourist visits — especially flashpackers — since the enactment of The Minister of Law and Human Rights Regulation No. 11 of 2020 about the Temporary Prohibition of Foreigners Entering the Territory of the Republic of Indonesia. As a preventive measure to reduce the spread of Covid-19 in Indonesia, it has undoubtedly had a significant impact on Bali, which relies heavily on tourism as a source of revenue. This is evident because Bali is experiencing the most severe economic crisis in Indonesia. According to BPS statistics, Bali's economic growth slowed to a halt in the third quarter of 2020, with a negative 12.32 percent YOY (Year on Year) reduction. Bali's economic growth in the fourth quarter of 2020 was minus 12.21 percent, which was lower than the national quarterly growth rate.

The severity of the fall, which exceeded double digits, implies that Bali's economy is in a state of the downturn. Further, the reduction this time is a continuation since Bali's economic development slowed in the previous two quarters. The severity of the impact of the Covid-19 pandemic outbreak in early 2020 appears to have resulted in significant negative shocks to the national and regional economies. Bali's economic downturn as a result of the epidemic is a result of the island's tourism-based economy. In addition, "Plan B" is failing due to insufficient management of other sectors such as agriculture and fishery, construction, and education/health services.

One of the government's measures to combat the slowdown is to launch a Clean, Health, Safety, and Environment (CHSE) certification program to reintroduce growth to Bali's tourism sector. Along with the implementation of CHSE certification, the introduction of non-cash payments via QRIS application is also conducted, ensuring that tourists feel safe and secure when visiting Bali in the future. Likewise, the domestic market remains driven, and this domestic market represents a potential market opportunity.

There are also a number of supporting regulations that act as a legal umbrella and continue to improve infrastructure facilities such as adding numbers of hospital beds, isolation rooms, and laboratory capacity, while also maintaining discussions and collaboration with industry partners in other countries on future tourism trends.

However, there has been no study to date that examines the policy implications for the hotel sector's resilience, especially on flashpackers. As a result, this research explores flashpacker tourist lodging preferences post the Covid-19 outbreak and examines if CHSE has an effect on their accommodation preferences.

2 Theoretical Framework

2.1 Flashpacker

'Flashpackers' were generally recognized as inclusive of backpacker travelers in 2013 when the ITB Berlin World Travel Trends Report reported it as the new niche-market in tourism (GPA, 2013). Thus, 2013 can be considered a watershed year in the recognition

of the word 'flashpacker', which has become an integral part of the development and marketing of tourism [7, 8].

As the inclusion of backpacker tourists, there are several characteristics that distinguish these two typologies. To have a better understanding of the characteristics of flashpackers, the following Table 1 summaries of previous research.

In addition to the characteristics as shown in Table 1, Butler and Hannam [9] discuss the basic distinction between backpackers and flashpackers in terms of mode of transportation. Backpackers who favor public transit (for financial reasons) are somewhat different from flashpackers, who frequently use transportation services such as Grab and Uber due to their more established budgets. As a result, the flashpacker has a greater range of motion than backpackers. According to their study, flashpackers also have a proclivity for driving their automobiles for "mobility comfort." The vehicle itself provides an opportunity to experience a sense of liberation as well as a means of exerting control over undesirable circumstances while reaching the destination.

"A clear contrast with flashpackers is observed, as backpackers were content to travel in 'comfortable mobility' that posed as few challenges as possible. While auto-mobiles could expose flashpackers to experiencing freedom, control or unpredictability, backpackers rarely desired the same experiences when traveling". [9]

The implications of the technological development are triggered by the assumption that in addition to modernity, it may be the crystallization of the 'digital divide' [10] between traditional and contemporary backpackers, who have been responsible for creating the difference between the two. Traditional backpackers do not have a heavy reliance on technology. This typology relatively does not require technology to book a room or vehicle. They can sleep anywhere with the sleeping bag they carry, and it doesn't matter if they must jostle in public transportation. This is very different from a flashpacker. Travel must be equipped with gadgets, digital cameras, and other technological equipment including multipurpose utilities that can facilitate travel [11].

2.2 Tourism Destination Image: Safety Assurance

Since the 1970s, the image of tourism destinations has been an important area of study in tourism. The reason is simply the reciprocal relationship between the destination image and tourist preference behavior. As the characteristics are predictive variables in the destination choice model, there has been increased interest in destination image research.

Safety assurance plays a critical part in the success of a tourist destination during the pandemic. This is due to the fact that the destination's image has a multifaceted impact on both locals and tourists. The perception of the tourist destination's image influences satisfaction and intention to visit comparable sites in the future, which, of course, is dependent on the tourist destination's ability to give lasting pleasant experiences received during the trip [12]. In their tourism study, they discovered clear evidence that imagery positively promotes the intention to visit again in the future, which can be linked with

Table 1. Flashpacker's Characteristic

Styles	
Flashpacker's Profile	<p>Relatively highly educated</p> <p>Travel as a "suspension" of normal life</p> <p>Ideology: anti-mainstream, opposed to mass tourism, culturally oriented, adventurous and self-managed [1]</p> <p>Multiple destinations in one trip [9]</p> <p>Most are from Western Europe, North America, Australia, New Zealand [34]</p> <p>Travel to Southeast Asia, Australia, and South America [35, 36]</p> <p>The journey is relatively light and well packed [37]</p>
Travel Motivation	<p>Interpersonal and cultural motivations [38]</p> <p>An escapist— escape from everyday life [1]</p> <p>Experiencing excitement and increasing knowledge of the world [39]</p> <p>Activities carried out in destinations are related to nature, leisure and extreme sports In certain destinations are also widely done activities 'hanging around' and partying [34]</p>
Destination Preferences	<p>Unusual trails (off the beaten track), mostly avoiding the attractions that are 'famous' as the main destination. Where the "regular tourists" go, they won't go.</p> <p>Travel relies heavily on online reviews and ratings [11].</p> <p>Travel to Southeast Asia, Australia, and South America. Countries: Vietnam, Thailand, India, Indonesia, New Zealand, Australia, Turkey, France, United Kingdom, Canada, and United States [35]</p>
Travel Budget	<p>A relatively higher budget; much is spent on accommodation, transportation and food and beverage at the destination [40]</p> <p>Variations in the classification and type of accommodation and mode of transportation chosen — convenience is the top priority not the price [17]</p>
Other Characteristics	<p>Investigate well-established sources of information rather than relying solely on one online site [37]</p> <p>A slightly shorter trip than a conventional backpacker who can spend months on a single trip [37]</p> <p>Techno traveler- has a dependency on gadget [38]</p>

Source: Author's Construct, 2022

loyalty to tourist sites. The findings also take into account tourists' perceptions and the relationship between a destination area's image and its conduct.

Subsequently, research by [13] highlights that during the pandemic, travel preferences are highly connected with latent characteristics such as social responsibility, fear of infection, perceived risk, and travel anxiety. They confirmed that empirical research findings suggest the existence of a destination region measures on safety assurance create an image that influences tourist behavior positively. The image of tourist destinations determines the fundamental role in the success of a tourist destination [14]. This is

because the image of the destination has a multidimensional effect on both local people and tourists.

Safety assurance creates a positive perception of tourist destinations and affects the image and intention to visit related destinations in the future. To be able to build a positive image and strong characteristics. Furthermore, existing characteristics must be able to be conveyed to tourists clearly and accurately. According to [15] image formation is determined by the attributes or characteristics of the destination offered and by the exposition of information tourists receive about the destination. Furthermore [16] says that destination imagery is an individual's perception of destination characteristics that can be influenced by promotional information, mass media, and many other factors. It can be said that the safety attributes of a destination must be supported by good communication with tourists. Many areas fail in developing their tourism potential due to ineffective communication post-crisis. Whereas tourism as an intangible service requires assurance to visit.

One of the primary goals of image formation is to affect tourists' perceptions. Perception is described as the process through which a person chooses, organizes, and interprets stimuli to form a meaningful and cohesive picture of a destination [17]. Perception is a picture of a person's attitude toward a product or service that can shift over time. Perceptions are developed based on how people interpret messages and information in order to affect their attitudes and judgments. Individual beliefs and pictures have a tight connection, and when they are created, they will decide actions based on beliefs about a destination. Thus, the image of the destination is crucial in the stage before making a tourist visit since the image of the destination might influence tourists' decision-making behavior [18]. Meanwhile, following a tourist visit, the image of the place is no less significant because it affects the satisfaction and intention of prospective guests.

According to Croy (2014), image is important for a tourist destination because it creates hope, and may be utilized as a marketing strategy and market segmentation. It affects consumption, impacts potential markets, and plays a role in satisfaction and destination region selection. An image is the overall judgment or perception of something. This notion is defined in a variety of ways. As the image is a reality on which customers base their decisions, creating an image of safety assurance is critical post the pandemic.

3 Method

The study uses digital footprint data from TripAdvisor's website with scraping methods through RStudio. The data taken is the data of tourists staying in Bali during the period 2019–2020. Before conducting the analysis process, the data will go through the data cleaning process to then be analyzed by social network analysis (SNA) methods based on mobility studies. Only tourists indicated as flashpackers are analyzed.

SNA is used to analyze relationships between nodes or actors contained in the network by utilizing graph theory [19–21]. SNA describes the structure of connectivity and traces the pattern of connectedness in the entire system so that it can be visualized in the network [22, 23]. The components that model the network can be seen in Table 2.

Table 2. Network Component

Component	Explanation
Nodes	Nodes represent the position held by actors (tourists) who are in the network [31]. Nodes in this study will represent accommodation visited by flashpacker while in Bali
Edges	Edges reflect the relationships between actors or entities that occur in a network [32]. The edges in this study represent the hypermobility of flashpacker travelers from one accommodation to another at the destination.
Average Degree	Average Degree is the average number of relationships of a node to another node.
Graph Density	Graph Density is a measure of density in a social network with a scale of 0–1 [33].
Average Path Length	Average path length is the average geodesy distance, or the average path passed by each node to another node.
Modularity	Modularity measures how well a network is divided into modular communities.

Source: Author construct, 2022

SNA has been used to explore the structure of tourist destinations, industrial networks of both accommodation and restaurants in destinations, and global aviation networks [24–26] Calculation of hypermobility, referring to previous research conducted by Peng et al., [27]. In the study, centrality calculations were carried out to understand tourist flow. It is said that the higher the values of centrality (degree of centrality, betweenness centrality, and closeness centrality) the higher the flow of tourists in these locations.

Following the measurement of centralities, data was compared to Traveloka's Clean Property Badge, which displays the CHSE certification of each accommodation featured on their website.

4 Results and Discussion

4.1 Flashpacker Travelers' Accommodation Preferences Before and After the Covid-19 Pandemic

As a preliminary calculation, measurements are taken to calculate the number of nodes, edge, path length, diameter, density, and modularity. Using RStudio the results of the analysis are shown in Table 3.

Table 3. Measurement of Centrality in *Network Analysis*

Centrality	Definition	Formula
<i>Degree of Centrality</i>	The number of connections a node has.	$CD(i) = \frac{di(i)}{n-1}$ Remarks: $di(i)$ = The number of incoming interactions that node I has with other nodes in a network n = Number of nodes in the network.
<i>Betweenness Centrality</i>	This dimension illustrates a node’s role in a bottleneck. The more roads that must pass through the intersection (e.g., no alternate route exists), the more significant the intersection’s meaning.	$CB(vi) = \sum = \frac{\sigma_{st}(vi)}{\sigma_{st}}$ Remarks: σ_n = number of shortest paths from s to t $\sigma_{st}(vi)$ = the shortest number of paths from s to t that passes through node v.
<i>Closeness Centrality</i>	The average distance between a node and the rest of the network’s nodes. This value indicates how close this node is to other nodes. The closer, the tourist / location is to others.	$Cc(vi) = \frac{n-1}{\sum_{j \neq i} g(vi, vj)}$ Remarks: $g(vi, vj)$ = distance between nodes vi and vj n = Number of nodes in the network
<i>Eigenvector centrality</i>	The technique for performing measurements that assign a greater weight to nodes that are connected to other nodes with a high centrality value.	$Vx = \frac{1}{\lambda_{max}(A)} \sum_j^n = 1ajx.vj$ Remarks: $\lambda_{max}(A)$ = the value of the largest eigen of the constancy matrix $\sum = n j 1 ajx.vj$ = number of matrix elements of the A-end matrix in columns 1 to n multiplied by the j element in the vector eigen of $\lambda_{max}(A)$

Source: [28, 31]

From the results in Table 4, it is confirmed that there is a significant decrease in travel between before and after the Pandemic. This is evident from the 1169 accommodation (nodes) visited in 2019 to just 346 in 2020. Aside from the number of accommodations, travel between flashpacker tourist accommodations also decreased drastically. This is evident from the edges that reached 10,967 before the pandemic to only 1,374 after the pandemic. In addition to the decrease in mobility, this also means that during the pandemic, the tendency of flashpackers to travel multi-accommodation also decreased.

Table 4. Comparison of flashpacker network structures in accommodation preferences 2019–2020

Year	2019	2020
Nodes	1169	346
Edges	10976	1374
Average Path Length	3.264127758480	3.801945555213
Density	0.016077434172	0.023020859512
Modularity	0.333501563874	0.5268288277408

Source: Research Results, 2022

The average path length is the average length of the shortest path in the network [28, 29]. The average path length increased from 3.26 in 2019 to 3.80 in 2020. This indicates that accommodations in Bali in a network structure are relatively close to each other.

The network density of flashpacker travelers is 0.01 in 2019 and 0.02 in 2020. This means that the characteristics of Bali's accommodation network are extremely connected. Therefore, flashpackers have a very specific type of lodging preference.

On the other hand, the modularity of this network is 0.33 (2019) and 0.52 (2020). This suggests that the number of clusters connected is extremely small and sparse. The modularity values demonstrate that post-pandemic, the grouping of flashpacker accommodation preferences in Bali has become increasingly structured. The higher modularity value in 2020 indicates that the flashpacker is currently focusing only on types of accommodations.

4.2 Flashpacker's Accommodations Preference in 2019

To gain a better understanding of flashpacker travel preferences in terms of accommodation selection prior to the pandemic, preferences are calculated in two stages. The first stage is to create a network structure, and the second is to calculate the value of the centrality of each accommodation that becomes flashpacker preference in Bali.

The data utilized in the first stage, which explains the network structure, comes from 2019 data. Figure 1 illustrates the flashpacker network structure in terms of lodging selection in Bali.

After mapping the network, the next stage is the centrality measurement of each accommodation in Bali which results are seen in Table 5.

As can be observed from the mapping and evaluation results above, prior to the Covid-19 pandemic, there were a range of housing distributions, both in terms of the location of the housing. Flashpacker tastes do not appear to be limited to foreign brand hotels; numerous local accommodations, such as Padma resort, Maya Sanur, and Royal Kamuela Ubud, tend to be preferred by flashpackers. However, international hotel brands such as Sofitel Nusa Dua (Accor), The Laguna (Starwood), Westin (Starwood), and The Apurva Kempinski (Kempinski Group) are the top choices for Flashpacker travelers.

Table 5. Centrality Measurement of flashpacker accommodation preferences 2019

No	Name	Degree of Centrality	Betweenness Centrality	Closeness Centrality	Eigenvector Centrality	Modularity
1	Munduk Moding Plantation Nature Resort & Spa	294	33417.94612512302	3.022700480609376e-5	0.4988492519117962	2
2	Padma Resort Ubud	238	21555.14204758451	3.030945958233564e-5	1	1
3	Sofitel Bali Nusa Dua Beach Resort	186	20577.46361113654	3.028834504482674e-5	0.6071294718823869	5
4	Padma Resort Legian	177	18138.027581798	3.027459053616299e-5	0.8357198239254322	1
5	The Apurva Kempinski Bali	161	11702.52468856254	3.024345985180705e-5	0.436124458840875	1
6	Eastin Ashta Resort Canggu	156	16663.81864797358	3.010597302504817e-5	0.23274470262060795	8
7	Renaissance Bali Uluwatu Resort & Spa	156	11019.74778265449	3.020509257860875e-5	0.38812856674996127	1
8	Ramayana Candidasa	150	12336.28656709168	3.000840235265874e-5	0.2084931815947905	9
9	W Bali - Seminyak	148	10456.06862374795	3.020418025854778e-5	0.3986660019478027	1
10	Alila Seminyak	143	10642.84981449086	3.020509257860875e-5	0.33336074241351626	1
... 69	The Aswana Seminyak	1	0	2.851439977188480e-5	9.975808532017004e-5	7

Source: Research Results, 2022

4.3 Flashpacker's Accommodations Preference in 2020

Post-pandemic flashpacker preferences also go through the same stages, namely mapping accommodation in the network and measurement of centrality. Here's a network structure of flashpacker accommodation preferences in 2020 (Fig. 2).



Fig. 2. The network structure of Flashpacker accommodation preference 2020. Source: Research results, 2022

The next stage is the measurement of centrality for each accommodation in Bali, which appears in Table 6.

In addition to network structure mapping and centrality measures, the distribution of accommodation preferences can be visualized using the Google map API, as illustrated in Fig. 3.

According to the network structure and the findings of the centrality calculation above, the distribution of flashpacker accommodation preferences following the pandemic appears to be centralized — with Nusa Dua, Ubud, and Seminyak areas dominating. Measurements indicate that star-rated hotels continue to be the primary destination for these types of travelers.

4.4 Do They Care? CHSE Certification Impact on Flashpacker’s Assurance of Safety Measures

The next step is to determine whether the preferred accommodations are supported by CHSE certification. To demonstrate this, an online travel agent located in Indonesia, "Traveloka," has linked CHSE via their CleanAccommodation label. Traveloka has a unique filter for CHSE-certified accommodations, as illustrated in Fig. 4.

Table 6. Centrality Measurement of flashpacker accommodation preferences 2020

No	Name	Degree of Centrality	Betweenness Centrality	Closeness Centrality	Eigenvector Centrality	Modularity
1	Sofitel Bali Nusa Dua Beach Resort	66	6373.077493731738	1.1424654404204273e-4	0.19410969661396288	1
2	Kaamala Resort Ubud	65	5284.811240313923	1.1327594019030357e-4	0.9463477246963407	3
3	The Apurva Kempinski Bali	58	3296.1250290976486	1.1377858686995107e-4	0.14970683417181024	1
4	Padma Resort Ubud	57	6386.489702401694	1.1384335154826958e-4	0.20404333198801164	1
5	Amarterra Villas Bali Nusa Dua - MGallery	47	1770.7152132476251	1.1328877308258752e-4	0.14477121835354914	1
6	Aksari Villa Seminyak	44	132.8443302808096	1.1014428901861437e-4	1	3
7	The Westin Resort Nusa Dua, Bali	42	1962.7127800497303	1.1322463768115942e-4	0.13466018799709562	1
8	Melia Bali	39	2009.3105066773528	1.1317338162064282e-4	0.11180623811764218	1
9	Kecapi Villa	36	4.808769304952767	1.0995052226498076e-4	0.8847293664778321	3
10	Four Seasons Resort Bali at Jimbaran Bay	35	902.7775529939165	1.1317338162064282e-4	0.09353507624270845	1
... 346	The Colony Hotel Bali	1	0	1.0642826734780758e-4	0.014886979357081609	3

Source: Research Results, 2022

Through data investigation, Table 7 is constructed to ascertain whether CHSE certification affects flashpackers' accommodation preferences following the pandemic. The lodging preferences of 2020 flashpackers are compared to those of Traveloka.

Traveloka's search with 346 accommodations that became the preference of flashpackers post-pandemic revealed that those with the highest centrality rankings were CHSE certified. Meanwhile, accommodations with a low centrality are not indicated as CHSE certified. Surprisingly, a large number of local accommodations were not CHSE certified, as they were not classified as Clean Accommodation on Traveloka.

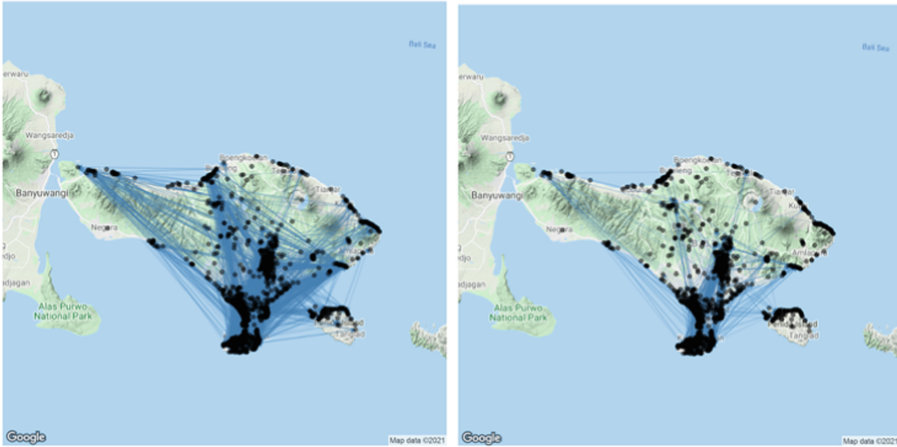
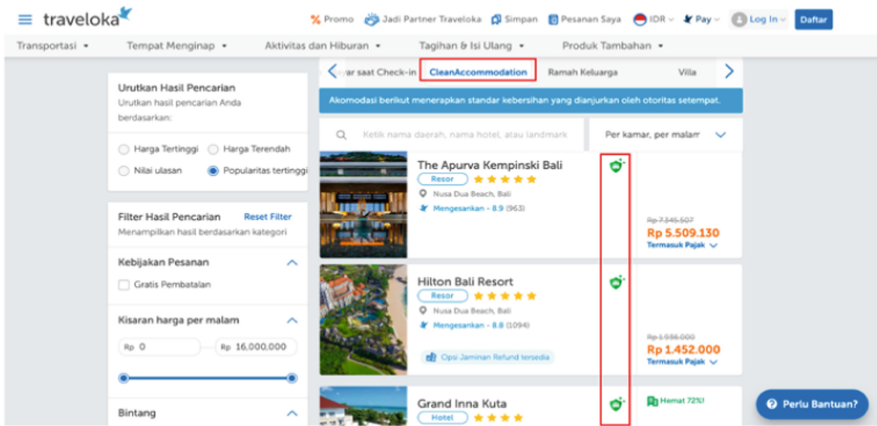


Fig. 3. Flashpacker tourist accommodation preferences in Bali 2019 (left) and 2020 (right). Source: Research results, 2022



Introducing CleanAccommodation

To ensure you have the most comfortable stay, we help you identify accommodations that follow hygiene protocols recommended by the government and World Health Organization with a CleanAccommodation badge.



CleanAccommodation badge is given to accommodations that either:

have passed hygiene standards set by the government and have obtained hygiene certification such as CHSE from Indonesia Ministry of Tourism and Creative Economy, SGClean from the Singapore Government, SHA certificate from Thailand Government, and CAO certificate from the Philippines Department of Tourism.

have complied with the generally accepted hygiene standard recommended by the government and World Health Organization with detailed proof.

Fig. 4. Clean Accommodation by Traveloka. Source: [30]

Table 7. Results of CHSE certification in Traveloka

No	Name	Clean Accommodation Badge
1	Sofitel Bali Nusa Dua Beach Resort	Yes
2	Kaamala Resort Ubud	Yes
3	The Apurva Kempinski Bali	Yes
4	Padma Resort Ubud	Yes
5	Amarterra Villas Bali Nusa Dua - MGallery	Yes
6	Aksari Villa Seminyak	Yes
7	The Westin Resort Nusa Dua, Bali	Yes
8	Melia Bali	Yes
9	Kecapi Villa	No
10	Four Seasons Resort Bali at Jimbaran Bay	Yes
... 346	The Colony Hotel Bali	No

Source: Research Results, 2022

Thus, it can also be concluded that CHSE can create safety assurance for flashpackers. This certification is confirmed to give a positive perception of accommodation and affects image and intention to visit.

5 Conclusions

Both in terms of lodging type and location, accommodation preferences altered dramatically from "spreading" in 2019 to "concentrated" in 2020. The findings indicated that CHSE contributed to the development of a positive picture of lodging. The presence of travel assurance on the accommodation side instills trust in the location's suitability for accommodation.

The research results also prove that CHSE certification contributes to flashpackers' preference for staying at a certain accommodation. The findings indicate the flashpacker is "concerned" about safety assurance, as evidenced by CHSE accreditation. This further proves that one of the needs of flashpackers post-pandemic is safety assurance. CHSE can be seen as a strategy to combat the pandemic while at the same time contributing to hotel resilience.

Flashpacker's preferences are predominantly on Hotels, Resorts, and Villas— most of which are international brands. Regrettably, local accommodation seems to be "inferior" to the accommodation "managed by" multinational brands such as Four Season, Hilton (Hilton Bali, Conrad, Hilton Garden Inn), Accor (Amatera, Pullman), and Starwood (Westin, St Regis). The only accommodation managed by the local community and became a preference during the pandemic was Munduk Moding Plantation. The only exceptional national brands are Padma Resort, Griya Santrian, and Hotel Tugu. These results also raise a question. When CHSE certification is a national certification,

why have not all local hotels been certified? Certifications that have been demonstrated to influence the travel choices of specific types of travelers should be widely circulated.

As with previous research based on large data, this study also has limitations. One of which is a generalization—as a result—the phenomena cannot address questions such as, is there any other reason to stay at an accommodation? Thus, future research can delve into the reasons why particular tourist types favor international brand hotels over local brands.

While CHSE is not the only solution, it does contribute to tourists' confidence in selecting accommodations. This could be because domestic flashpackers are more aware of this certification due to the closure of international tourist arrival in April 2020. CHSE policy by the government has implied that it can contribute to hotel resilience in Bali. The findings may differ if travel is dominated by international travelers – they may be indifferent to Indonesia's present policies and political difficulties. Another disadvantage of this study is that it does not provide a comparison of post-pandemic domestic and foreign travel preferences. Additionally, data were collected prior to the easing of international travel restrictions to Indonesia in 2022.

Thus, the additional study can examine novel criteria, such as the effect of "vaccinated incentives" on stay preferences. Additionally, local accommodation brands must be strengthened following the pandemic. This study demonstrates that local brands have the potential to become tourists' preferred brands. For instance, Munduk Moding Plantation remains a popular destination for flashpacker travelers following the outbreak. There must be cooperation and collaboration between stakeholders.

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