



Exploring the Transition from International to Domestic Tourism in Bali: A Sustainable Post-Pandemic Strategy

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Abstract: This study examines sustainable tourism in Bali and the policies needed to reduce environmental, socio-cultural, and economic repercussions. It analyzes Bali's tourist sites to inform sustainability strategies. The multi-stakeholder study considers tourists, local residents, industry, and government. The study examines Bali's tourism sector's issues and potential using sustainable tourism, collaborative governance, and societal and behavioral transformation. It suggests sustainable tourism methods for Jembrana and Buleleng Regencies. Popular attractions have environmental and socio-cultural impacts, emphasizing community engagement and sustainable methods. It recommends regional waste management, responsible tourist rules, community activities, sustainable tourism observatories, and certification programs. The report recommends education and diversifying tourist flows to reduce over-tourism and share tourism benefits. Bali may create a resilient tourism business that protects its resources and culture while improving local economies with multi-stakeholder participation and sustainable practices. This study improves sustainable tourism literature by providing practical solutions based on actual facts and detailed analysis.

Keywords: Sustainable Tourism, Policy Interventions, Community Engagement, Multi-Stakeholder Approach.

1. Introduction

In recent years, cultural and economic considerations have emphasized the host's role in sustainable tourism. Technocentric or quirky sustainable tourism perspectives exist. This trend is projected to continue for decades. Tourism is well-documented, yet academics are driven to address gaps. This study will examine the factors that affect sustainable tourism growth in the Indonesian economy using current data, while a previous study (Manzoor et al., 2019) examined whether the factors led to sustainable tourism development. Similarly, (León-Gómez et al., 2021) examined the relationship between ecotourism and economic growth; we will evaluate ecotourism's growth in light of recent statistics. Smolović et al. (2018) explored sustainable tourism growth and innovation, but this study will delve deeper into the issue. This study uses a more recent data set to examine the parameters, drawing on science mapping and sustainable tourism growth studies (Yoopetch & Nimsai, 2019).

Bali has become a popular international tourist destination due to a tourism boom. In May 2023, international tourists numbered 439,475, a 6.80% increase from the previous month. There were 810,930 international passengers at I Gusti Ngurah Rai International Airport in 2023, indicating a steady increase in arrivals and departures. This development is due to the festive season and the strategic accessibility of Ngurah Rai International Airport. Australia is also a major tourism contributor to Bali (Bukitvista, 2023). The COVID-19 outbreak hampered the industry. International tourism declined to 51 in 2021 from 1.03 million in March 2023 (Nurhayati-Wolff, 2023). Bali has survived because tourism accounts for roughly 28% of the economy and provides jobs and opportunities (Bukitvista, 2023). These efforts demonstrate a purposeful approach to boosting Bali's reputation as a top destination for adventurers.

Businesses that serve tourism expand with it. Tourism needs a diverse business base to succeed. Due to the Asia Pacific economy, Southeast Asian countries like Thailand, Malaysia, and Indonesia can grow their tourism sectors. Indonesia has latent tourism potential (Singgalen et al., 2019). Indonesia is a great holiday place due to its beautiful scenery and unique culture. The tourist industry boosts Indonesia's and its people's GDP. The 1990s have accelerated this sector's 1970s-era rapid expansion. This industry has helped the country economically but hurt its culture, environment, and society. A sustainable development strategy is needed to keep tourism thriving (Lasso & Dahles, 2018).

Travel was greatly affected by COVID-19 in 2019. The pandemic initially slowed and stopped this sector. This pandemic caused individuals to avoid each other, move, lock their doors, restrict food availability, and close the hospitality industry. It's evident how these changes affect society's bottomline. The average citizen also suffers from rising unemployment. Immediately focus on this sector to resuscitate it so it can function sustainably again. This sector was chosen for the study because of these factors. The Indonesian tourism business is booming. Over 14 million foreign tourists visited the country in 2017, up approximately 2 million from 2016. This huge surge in tourists and their billions of dollars seems likely to continue. This is the result of well-coordinated government

action to expand the sector. The Ministry of Tourism set a 2015 goal of 20 million foreign visitors by 2019 (Gede Sujana Budhiasa & Gede Riana, 2019).

This seemed impossible when the population was 9 million, but recent data show they are on track to meet or exceed it. Indonesian tourism needs clear guidelines to avoid issues. A tourism idea or practice that supports the country's tourist strategy and growth is needed. WTO and UNEP agree the goal should benefit all parties (Lasso & Dahles, 2018; Nugroho & Numata, 2020). Sustainable tourism considers current and future economic, social, and environmental impacts while meeting the needs of tourists, the industry, the environment, and the host community. The UNEP (2009) definitions match these concepts. This concept emerged from identifying shortcomings in large-scale tourism development programs. Some comments appeared in the 1980s, but the key sustainability arguments emerged in the 1990s (Nugroho & Numata, 2020). The original concept of sustainable tourism emphasized environmental protection.

Goeldner & Ritchie (2012) define tourism policy as "a set of regulations, rules, guidelines, directives, and development/promotion objectives and strategies that provide a framework for collective and individual decisions that directly affect long-term tourism development and daily activities within a destination." Tourist policy aims to benefit a city, region, or country's stakeholders while minimizing harm. Tourism policy development has four stages, according to (Chaisawat, 2006). Tourism strategy begins with "promotion" of tourist locations. When tourism becomes an important economic sector, national, regional, and municipal governments invest in infrastructure and give marketing services the private sector cannot afford or does not deliver. Third, tourism strategy becomes "promotion and product". Tourism policy builds a legal framework to monitor, govern, and improve the industry's quality, efficiency, and resource protection as competition expands. Strategy and strategic planning are becoming essential to tourism policy in today's global economy. Destinations must adopt strategic strategies to attract specified markets, create value through innovation, encourage stakeholder coalitions, and coordinate actions and initiatives in the fourth phase.

The tourism sector is global. Tourism is undergoing a paradigm shift due to economic and social globalization (Fayos-Solà & Cooper, 2018). Traditional tourist resources and comparative advantages (climate, geography, culture, etc.) are losing importance in tourism competition. Information (information management), intelligence (innovative capacity in teams within an organization), and knowledge (know-how, or a combination of technological skills and technology, and organizational structure—humanology) are new resources that make tourism organizations competitive. In a globalized world, globalization is transforming the competitive climate of the tourism industry, forcing businesses, communities, nations, and governments to reconsider their strategies and organizational structures. After the 1980s, globalization and tourism market competition required a continued pursuit of quality and efficiency in the price-to-product-characteristics ratio.

Strategic management was utilized to create tourist policy and planning before. Strategic management (Leiblein et al., 2022) is the collection of managerial actions that affect a company's long-term performance. It includes external and internal environmental monitoring, strategy creation (long-term planning), implementation, evaluation, and control. Strategic management monitors and evaluates external opportunities and dangers in light of an organization's strengths and shortcomings. Strategic management focuses on quickly changing future situations and organizational change. It is action-oriented and focused on unexpected events.

Agenda 21, which outlined sustainable development priorities for the 21st century, "recognized tourism as a model form of economic development that should improve the quality of life of the host community, provide a high-quality experience for the visitor, and maintain the quality of the environment on which both the host community and the visitor depend" (Erol et al., 2022). Agenda 21's goals and projects might be implemented by governments and tourism worldwide. Better institutional collaboration, water waste management, minority education and training, and travel and tourism information, experience, and technology sharing are examples (Liburd, 2010). Ecotourism can lessen negative effects by doing good for the environment as people become more conscious of the need for sustainability in tourism (Li et al., 2021). Ecotourism provides clean air, water, and nature interaction while using less resources (Hasana et al., 2022). WTO (2018) stated that "sustainable tourism should: (1) make the best use of environmental resources, which are essential to tourism development, by maintaining essential ecological processes and contributing to the conservation of natural heritage and biodiversity; (2) respect the socio-cultural authenticity of host communities, preserve their built and living cultural heritage and traditional values, and help to How long the tourism industry will continue has been studied extensively.

Bricker & Black (2015) discussed how "sustainable tourism" evolves. The author claims that sustainable tourism is excellent for the environment, society, culture, and economy. This model represents the global tourist industry's sustainability standard. He concludes that further research is needed to demonstrate how the tourism industry promotes sustainability. In another study, Fayos-Solà & Cooper (2018) and (Page & Connell, 2020) suggested reform, re-engineering, and disruptive innovation to solve the largest 21st-century concerns. They also believe information and communication tools will transform tourism enterprises. Tourism impacts the cost and availability of energy, food, raw materials, land, water, and marine resources (Robaina & Madaleno, 2018). Thus, eco-efficiency is crucial to tourism's long-term success. Eco-efficiency is reorganizing tourism operations

within a circular economy (CE) to utilize fewer resources and reduce environmental impact. (Yu & Duverger, 2018) argued that large economic and social transformations require a legal and regulatory framework and corporate ethics, even though technical innovation has driven the shifting business paradigm. Thus, public officials and private firms must adapt to technology and market developments for tourism to succeed. Finally, Rodr et al. (2020) examined CE in tourism and identified areas for further research. Their findings suggest greater research on circularity to make the tourism industry more sustainable.

2. Methodology

This study used quantitative data analysis. The study used secondary data from "Tourism General Development of Bali in 2018–2022" and "Comparative Data of Direct Foreign Tourist Arrivals to Indonesia via Port of Entry 2021 VS 2022". These tables supplied detailed information on Bali's foreign tourists, accommodations, restaurants, guides, and travel agents. The data also showed that tourist arrivals to different Indonesian entrance locations increased. Descriptive statistics analyzed the data. Quantitative factors such as direct foreign tourists and others were analyzed annually from 2018 to 2022 for trends, patterns, and changes. The percentage growth in foreign tourist arrivals in Indonesia's ports of entry was compared. The analysis's results were interpreted in Bali's socio-cultural and environmental contexts. These observations helped shape later chapters' debate and policy recommendations by identifying Bali's tourism sector's issues and opportunities. This methodology attempts to provide a deep, data-driven understanding of Bali tourist dynamics and its implications for sustainable tourism policy (Yin, 2018).

3. Results and Discussion

According to Bali Government Tourism Office data (Bukitvista, 2023), tourism in Bali changed significantly from 2018 to 2022, perhaps due to worldwide events like the COVID-19 pandemic. In 2020, direct foreign tourists to Bali fell from 6,275,210 to 1,069,473. Pandemic travel restrictions likely caused this reduction. In 2022, 2,155,747 arrivals showed a moderate recovery. Passenger arrivals from different Bali entrance points are intriguing. Ngurah Rai Airport, the main international gateway, saw 1,882,404 arrivals in 2021, its lowest point. In 2022, arrivals increased to 3,984,859. Gilimanuk Harbour passenger arrivals increased, especially in 2021 and 2022, surpassing 2019 statistics. However, Padang Bai Harbour passenger traffic declined from 2018 to 2021 before rebounding in 2022. The accommodation sector changed throughout this time. In 2021, the number of lodging units, particularly Pondok Wisata, decreased, while the number of rooms inside these units increased, suggesting a shift toward larger accommodations or more efficient space use. In 2022, unit numbers recovered but remained below pre-pandemic levels. Restaurant units and seating capacity increased steadily till 2021. 2022 saw a contraction. However, 2022's seating capacity exceeded 2018's, suggesting larger restaurants. Guide and travel agent availability changed over time. Guide numbers fluctuated between 2019 and 2022. Travel agencies decreased in 2021 but increased in 2022. The data shows Bali's tourism industry's endurance and adaptation despite considerable hurdles. As of 2022, many industries were still recovering from the pandemic. These trends must be monitored to understand the pandemic's long-term consequences on tourism and revitalize it.

The Ministry of Tourism of the Republic of Indonesia's data (Theurillat, 2023) on direct foreign tourist arrivals to Indonesia via various ports of entry in 2021 and 2022 shows significant changes in the tourism landscape, indicating the sector's resilience and recovery. In 2022, 15 airports welcomed 2,307.44% more tourists via air. Ngurah Rai airport had 2,154,045 arrivals in 2022, up 5,009,306.98% from 43 in 2021. Soekarno-Hatta (685.01%), Juanda (9,739.33%), and Kualanamu (34,073.39%) also had large gains. Several airports, including Adi Sucipto/Yogya International Airport, Minangkabau, and Hasanuddin, entered 2022 after no arrivals in 2021. Sea ports, or "Pintu Laut," grew 24,972.33% altogether. In 2022, Batam arrivals increased 21,701.70% to 562,920, while Tanjung Uban arrivals increased 53,000.00%. Tanjung Benoa and Tanjung Balai Karimun arrivals also increased. Land ports (Pintu Darat) grew 6,188.33%, with Entikong and Aruk showing large gains. In 2022, entry points had no arrivals, down 100.00% from 1,417,053 in 2021. Despite the worldwide climate, total direct international visitor arrivals to Indonesia rose 162.97% from 2021 to 2022. This significant growth shows the Indonesian tourism industry's rebound from the pandemic.

Theurillat (2023) shows visitor traffic to Denpasar City, Bali, Indonesia, attractions from 2015 to 2022. 'Wisnus' and 'Wisman' entries reflect Indonesian and foreign guests, respectively. Monumen Perjuangan Rakyat Bali's consistent popularity with local and foreign travelers is one of many surprising results. The monument's constant attractiveness shows its potential as a tourist attraction. Denpasar City's 2018 visitor increase warrants additional investigation. According to data, tourists to Dewata Oleh-Oleh Bali and Syahbandar Serangan drove this. Explore this abrupt rise's causes. Most sites' visitor statistics plummeted in 2020. Travel restrictions and pandemic prevention undoubtedly caused this downturn. By 2021, visitor numbers are recovering, showing

resiliency. According to data, Syahbandar Serangan, Keris Dance, and Pantai Matahari Terbit dan Bali Beach were key to this resurgence. In 2022, Pantai Matahari Terbit dan Bali Beach, Pantai Duyung, and Pantai Mertasari gained popularity. Tourist tastes may change due to new attractions or trends. The table dataset may not account for all external elements in this investigation. More research could better understand visitor dynamics to these Denpasar City attractions. Uluwatu has long drawn domestic and foreign tourists. This destination's popularity shows its enduring appeal. In 2017, tourists to Taman Ayun, Uluwatu, and Pantai Pandawa drove a considerable growth in Badung Regency visitors. The causes of this quick surge may reveal tourism patterns at the time. In 2020, most locations see a sharp drop in visitors due to the COVID-19 epidemic and travel restrictions. Visitors recovered by 2021 despite these setbacks. Pantai Pandawa and Uluwatu's continued popularity may explain this rebirth. Pancoran Solas and Water Blow attract 'wisnus' and 'wisman' in 2022. These preferences may reflect changing tourism patterns or new attractions. Tirta Empul in Gianyar Regency has drawn many domestic and foreign tourists for years. Since 2016, the Mandala Suci Wanara Wana (Sacred Monkey Forest Sanctuary) had many overseas tourists. In 2017, Gianyar Regency saw a considerable increase in visits to Mandala Suci Wanara Wana, Tirta Empul, and Goa Gajah. This rise may be due to different variables that need further examination to understand travel trends during that period. In 2020, most venues see a significant drop in visitors due to the COVID-19 pandemic and travel restrictions. In 2021, visitation to Tirta Empul and Air Terjun Tegenungan, among others, rebounded, boosting overall visitor numbers. In 2022, new sites such as Candi Tebing Tegallinggah, DTW Mengening, and Goa Garba attracted domestic and international visitors. Bali Zoo Park saw a considerable increase in visitors, suggesting a change in tourist preferences.

Penelokan Batur, in Bali's Bangli Regency, is one of the most visited attractions every year. Despite the COVID-19 epidemic, Penelokan Batur saw a significant increase in domestic tourists in 2021. In 2017 and 2018, international tourists flocked to Desa Penglipuran, a traditional village. International visitors dropped significantly in 2020 and 2021. Despite the overall trend, Desa Truyan, a community recognized for its distinctive burial rituals, saw a large reduction in visitors from 2017 to 2021, suggesting a shift in visitor preferences or other reasons affecting its attraction. The COVID-19 pandemic slashed visitor numbers in 2020. In 2021, domestic tourists to Penelokan Batur and Desa Penglipuran boosted visitor numbers. In 2022, Desa Penglipuran saw a large rise of tourists, notably international visitors, possibly indicating a resurgence.

Kerta Gosa/Museum Semarajaya, Goa Lawah, and Kawasan Nusa Penida are the main attractions in Klungkung Regency, Bali. Kerta Gosa, also known as Semarajaya Museum, saw a consistent amount of visitors until 2019, then a substantial reduction in 2020, perhaps due to global travel restrictions from the COVID-19 epidemic. In 2021 and 2022, the site recovered slightly. Another site, Goa Lawah, a temple complex built around a cave, saw a drop in visitors in 2020 but recovered in 2021 and 2022. Kawasan Nusa Penida, an island southeast of Bali with excellent beaches and snorkeling, appears to be the most popular destination. International tourists dropped in 2020 after remaining steady until 2019. In 2021, domestic tourists flocked to the location. No 'wisnus' data is available for 2022, but the 'wisman' count shows a resumption of overseas tourists, albeit in smaller numbers. Festival Semarapura, a regional cultural celebration, is only reported for 2017 with a large number of "wisnus," but no prior years are given. These figures show that the COVID-19 epidemic had a substantial impact on visitor numbers, especially domestic tourists. In 2021, domestic tourism is recovering.

Bali's Karangasem Regency has Puri Karangasem, Besakih, Tirta Gangga, Tenganan, Padangbai, Telaga Waja, Taman Ujung, and Bukit Asah. From 2015 to 2019, Puri Karangasem and Besakih saw increased visitor numbers, but the 2020 COVID-19 pandemic may have reduced them. In 2021 and 2022, numbers recover. Tirta Gangga, a water palace with a lush garden, and Tenganan, a traditional Balinese town, have a similar pattern: a continuous growth in tourists until 2019, a decrease in 2020, and a rebound from 2021 onward. Taman Edelweis, Lempuyang, and Maha Gangga began to attract visitors in 2021 and 2022, suggesting they were opened or marketed then. After 2018, 'wisman' (foreign visitors) decreased in Padangbai, a beach town, and Telaga Waja, a river rafting town. This decline may be attributable to fewer overseas tourists or less promotion of these places. Up to 2019, Karangasem Regency tourism, especially domestic tourism, has increased. The 2020 visitor numbers show the COVID-19 pandemic's impact, followed by a recovery in 2021, especially for "wisnus" (domestic visitors).

From 2015 through 2022, data was collected on Buleleng Regency visits to various attractions. These tourist locations have changed visitor numbers due to seasonal trends, promotional activities, accessibility, and worldwide events like the COVID-19 epidemic. 30,583 domestic and 60,217 international tourists visited Pulaki in 2015. The following year saw 67,397 domestic and 45,797 overseas tourists. In 2017, domestic travelers dropped to 6,923 and international tourists rose to 9,049. Up to 2022, 46,272 local and 1,932 international tourists visited Pulaki. In 2015 and 2016, 100,268 and 104,156 domestic visitors visited Lovina in Kalibukbuk. Domestic visitors fell to 95,429 in 2017 and 22,687 in 2018. Despite a declining trend, international tourists visited Lovina in Kalibukbuk in 2019, peaking at 33,988. Air Panas Banjar's domestic visitors increased steadily from 2015 to 2017, peaking at 140,059 in 2017. Like the other places, domestic tourism declined in the following years, reaching a low of 7,981 in 2020. Despite this, international travelers visited Air Panas Banjar steadily, peaking at 40,694 in 2018. Other attractions in Buleleng Regency, such as Air Sanih, Air Terjun Gitgit, Makam Jaya Prana, Air Panas Banyuwedang, and Taman Nasional Bali Barat, also fluctuated.

Between 2015 and 2022, domestic and international visitors to Indonesia's Jembrana Regency fluctuated. In 2015, 2,105 domestic and 2,697 international tourists visited Bunut Bolong, a natural tree bridge. Domestic visitation dropped significantly by 2022, when these figures rose to 574 and 3,528. Surfing mecca Medewi Beach observed similar patterns. Domestic visitors increased from 3,736 in 2015 to 2,703 in 2022, while international tourists decreased from 8,879 to 580. In 2015, 10,069 domestic and 10,144 international tourists visited Rambut Siwi, a cliff-top temple. By 2022, domestic tourists dropped to 19 and international visitors rose to 1,752. Delod Berawah Beach and Baluk Rening Beach, which had more tourists in 2015, exhibited a different pattern. In 2022, Delod Berawah Beach had 6 domestic and 12,491 international visitors, down from 25,418 and 30,044. In 2022, Baluk Rening Beach lost 27,606 domestic and 27,266 international tourists. The beautiful Palasari Dam saw 3,315 international visitors in 2022, up from 4,798 in 2015. Domestic traffic remained unchanged. Gilimanuk, a harbor town, had 3,206 domestic and 7,329 international tourists in 2015 but none by 2022. Green Cliff, a wildlife attraction, saw a tremendous growth in visits, from 36,229 domestic and 13,375 international in 2017 to 94 and 158 in 2022. Domestic tourists increased from 7,416 in 2017 to 28,346 in 2022 at Sungai Gelar, a river. International visitors stayed consistent. This data illuminates Jembrana Regency tourism trends. The numbers show the necessity for ongoing monitoring and strategic planning to balance and sustain tourism growth. Research should uncover causes of these variations and create ways to lessen their impact.

The analysis of the results of tourism in Buleleng and Jembrana Regencies of Indonesia, when viewed in the light of the academic literature reviewed, uncovers several vital patterns and implications. The following discussion will draw from the conceptual insights given by Goeldner & Ritchie (2012), Chaisawat (2006), Leiblein et al. (2022), and WTO (2001) on tourism policy, strategic management, and the evolving dynamics of the tourism sector. It will also integrate the principles of sustainable tourism as put forth by Erol et al. (2022), Liburd (2010), Li et al. (2021), Hasana et al. (2022), WTO (2005), and Bricker & Black (2015).

First, the results show the importance of strategic planning and policy formulation in managing tourism demand. Chaisawat's (2006) four key stages of tourism policy development can be used to interpret the fluctuating numbers of domestic and international visitors to various destinations in the studied regencies. The decline in domestic visitors, coupled with the relatively steady or increasing international visitors in most sites, can be seen as a call for policy reorientation. The trends suggest the need to move from a promotion-focused policy to a more balanced approach that considers product quality, destination competitiveness, and strategic positioning in the global market. The figures further demonstrate the importance of Leiblein et al. (2022) strategic management principles. In the context of rapidly changing future scenarios, tourist destinations need to monitor external and internal environmental changes constantly and develop strategies to respond effectively. As such, the observed patterns should be taken as an input to ongoing strategic planning in these tourist destinations.

Furthermore, the results indicate that the destinations' competitive environment has been influenced by globalization and increased rivalry, requiring a continued pursuit of quality and efficiency as suggested by WTO (2001). The fluctuations in visitor numbers may be interpreted as a reflection of these global dynamics, necessitating innovation, strategic alliances, and coordinated actions to increase competitiveness. The drastic drops in some locations might indicate a failure to compete effectively in the global market, suggesting that further research and strategic efforts should be devoted to these areas. The discussion of sustainability in the tourism sector is particularly relevant in interpreting these results and informing future actions. Liburd (2010) and Erol et al. (2022) argued that tourism activities should respect the host community's socio-cultural authenticity, conserve the natural heritage, and ensure a high-quality experience for the visitors. The sustainability goals may have been overlooked in some destinations, contributing to the observed decline in visitor numbers. In light of the perspectives offered by Bricker & Black (2015), it is important to consider whether the tourism practices in these regions align with the principles of sustainable tourism. For instance, are these regions integrating practices that minimize resource use and environmental impact, maximize socio-cultural benefits, and ensure economic viability? The answer to these questions could explain some observed trends and guide future policy formulation. The research underscores the need for further studies on how the tourism sector in these areas can align more with sustainable practices, as suggested by Fayos-Solà & Cooper (2018), Page & Connell (2020), and Robaina & Adaleno (2018). The findings could guide the development of policies that promote the sustainability of the sector while enhancing its competitiveness and economic contribution. In conclusion, this analysis indicates that the observed patterns of tourism demand in the Buleleng and Jembrana Regencies can be better managed through strategic planning and policy formulation that takes into account the competitive dynamics of the global tourism sector and the principles of sustainable tourism. This would require a collaborative effort involving local communities, tourism operators, and government bodies, alongside an ongoing commitment to monitoring trends and adjusting strategies.

Due to its complexity, sustainable tourist development in Bali must balance cultural, economic, and environmental factors. Policy ideas follow: (1) Strengthening Capacity and Infrastructure: Tourist destinations should focus on local capacity and infrastructure. This could involve improved waste management, water usage and conservation, carbon-reducing transit systems, and crowd control in high-traffic tourist destinations; (2) Encourage and invest in community-based tourism activities that benefit residents. Local hospitality and tourism

training can achieve this. Local traditions, arts, and crafts can attract tourists and produce revenue; thus, the government should foster them. (3) Environment Conservation: Stricter environmental laws, especially in tourist areas. Littering, marine ecosystems, deforestation, and wildlife protection might be addressed; (4) Educating Tourists: Create programs to teach tourists about sustainable tourism practices, such as respecting local customs and traditions, managing waste, and enjoying eco-friendly activities; (5) Sustainable tourist Certification (STC): Certify sustainable tourist firms. Hotels, tour providers, and restaurants are examples. This will encourage businesses to go green and attract eco-conscious travelers; (6) Incentives for off-season travel can reduce congestion and resource misuse. This might spread tourists throughout the year; (7) market Alternative Destinations: Create and market alternatives to heavily visited locations. Eco-parks, agro-tourism, and cultural heritage sites are possible; (8) Create STOs: Regional and local STOs are needed to monitor and regulate tourism's effects. Sustainable tourism observatories should collect, analyze, and share data; (9) Public-corporate Partnerships: Engage government, the corporate sector, and local communities in sustainable tourist development. Partnerships enable resource sharing, innovation, and comprehensive management.

According to the data, Bali's sustainable development policy should consider each region's visited attractions. We can pinpoint sustainable tourism development locations by evaluating the data. Bunut Bolong, Pantai Medewi, and Rambut Siwi are popular attractions in Jembrana Regency. Tourists flock to these places, potentially affecting the ecology and culture. The policy should promote sustainable ways to address these issues. Waste management, responsible tourism, and community engagement are examples. The local government should work with tourist partners, local communities, and NGOs to develop and enforce sustainable tourism in these destinations. Pulaki, Lovina, and Air Panas Banjar are popular Buleleng Regency attractions. Environmental conservation in these locations is essential for sustainable tourism. Waste reduction, recycling, eco-friendly transportation, and responsible tourism awareness can be implemented. Community-based tourism initiatives can also help local communities. Both regions should promote alternative places and evenly share visitor flow. This can relieve popular attractions and prevent overtourism. The local government should also work with stakeholders to create sustainable tourism observatories (STOs) to monitor tourism's effects on the environment, local communities, and cultural heritage places. These observatories can inform policy decisions. Sustainable tourism certification schemes can encourage enterprises in these locations to adopt sustainable practices. Tourists may support environmentally and socially sustainable enterprises by supporting certified businesses. Develop tourist education and awareness programs. These advertisements can promote local cultures, trash reduction, resource conservation, and eco-friendly activities. Tourists might be encouraged to buy local goods and participate in community projects. Bali's sustainable development policy should consider each region's challenges and attractions. Bali can create a more sustainable and balanced tourism business that safeguards its natural beauty and cultural heritage for future generations by addressing environmental concerns, engaging local communities, and promoting responsible tourism.

4. Conclusion

The research and literature review shed light on tourism in Indonesia's Buleleng and Jembrana Regencies. This study examined tourism demand in these locations over four years and compared it to academic literature on tourism policy, strategic management, and sustainability. The study concludes that these regions need a deliberate, policy-driven approach to tourism demand management. Understanding and tackling globalization and tourism competitiveness is crucial for these locations' long-term existence. The findings also showed that the researched regions must adopt sustainable tourist practices. Increasing tourist experience quality and preserving natural and socio-cultural resources may change visitation trends. These criteria assure destinations' long-term sustainability. These changes require destinations to adapt to stay competitive in the global economy while protecting their distinctive cultural and environmental endowments. Furthermore, more research is needed. Future research should focus on how these places may improve their sustainable tourism, global competitiveness, and resource management. These findings could inform policy and strategic planning to sustain tourism in these places. Finally, the study emphasizes the necessity for collaboration between local communities, tourism operators, governments, and researchers. These groups can guarantee that tourism in Buleleng and Jembrana Regencies is sustainable, economically advantageous, and culturally acceptable by working together.

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