

Tourism Research Trends in Bali

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Abstract: This research aims to systematically review of literature on Bali tourism from 2019 to 2023. This study utilized a descriptive quantitative technique and analyzed 152 publications that contained the specified keyword. “tourism” and “Bali” sourced from the Scopus database. As a result of this study's findings, it can be concluded that Bali tourism research has considerably advanced. Indonesian authors' contributions continue to dominate Bali tourism studies. Authors from around the world have a important role for this study. Furthermore, this review was successful in identifying the most commonly used topics, research approaches, paradigms by researchers and find the novelty in this study. The study's sample of articles is limited to those obtained from the Scopus database and exclusively written most in English. Henceforth, forthcoming research ought to possess the capability to scrutinize publications from diverse origins and encompass a wider array of languages.

Keywords: Tourism; Research trends; Bali; Bibliometrics.

INTRODUCTION

Tourism plays a dynamic role in economic growth in developing countries compared to developed countries (Khan *et al.*, 2020). The contribution of tourism to Indonesia's GDP was the highest at 4.8% in 2019 (Kemenparekraf, 2021). Tourism is also one of the sectors that absorbs much labor reaching 10.28% in 2019. Even the Ministry of Tourism and Creative Economy stated that the trend of increasing tourist visits in Indonesia is part of increasing tourism in Southeast Asia (Kemenparekraf, 2021). One of the popular tours in Indonesia is Bali tourism. Since the Dutch conquest, Bali appears to have become a popular destination for both international and domestic tourists. According to the American publication “Travel and Leisure,” which contains the results of voting on the 10 best islands in the world out of hundreds of thousands of islands as destinations for travel and places to relax, Bali was ranked as the second best island in the world in 2015 (Antara & Sumarniasih, 2017). This ranking was based on the magazine's list of the 10 best islands in the world. Bali is one of Indonesia's provinces that offers a variety of natural beauty (Ismail, 2021), cultural diversity (Adhika & Putra, 2021), and customs as tourist attractions (Gede Sutarya, 2021). Although Bali is the top of mind of Indonesian tourism, it contributes around US\$ 20 billion to the country's foreign exchange, the second largest after oil and gas (BPS Indonesia, 2020).

A popular tourist destination in Indonesia, Bali Province is replete with cultural distinctions and tourist attractions.

Culture in Bali has been integrated with the lifestyle of the people in Bali and has been able to sustain activities to preserve the environment and nature. The appellation Bali has garnered international recognition due to its significant historical trajectory, which spans from the Dutch colonial era to its present-day progress. (Arismayanti *et al.*, 2017). Bali, also known as the “Pulau Dewata,” which means the island of the God, is a prominent destination for domestic and international tourists alike (Astuti *et al.*, 2019; Wiweka & Utami, 2017). Tourism in Bali is thriving due to social construction, especially since it has been developed by a variety of entities for over a century. The Dutch took the initial initiative, followed by the Indonesian national government, the province of Bali, and the local population. Bali tourism can be described as the outcome of the mutual influence between tourists and various national, regional, and local entities, with a particular focus on the preservation of native natural and cultural attributes. (Pickel-Chevalier & Ketut, 2016; Putra & Paturusi, 2016). From an academic perspective, numerous scholars contend that tourism in Bali not only yields advantages, but also possesses the capacity to exert influence.

The development of Bali into a major national and world tourism destination has indeed made a positive contribution to Bali itself and nationally (Trimurti & Utama, 2021). Tourism is believed to have enhanced the sense of pride among local residents in their culture and customs. Undoubtedly, the modern industry is believed to have an impact on people's capacity to adjust to evolving situations. (Chevalier *et al.*, 2007). Tourism is now considered an integral component of Balinese culture. This phenomena is a topic of frequent discussion among various stakeholders in the tourism industry, such as academics and community organizations. Pickel (Romario De Fretes *et al.*, 2023; Violier & Parantika, 2018).

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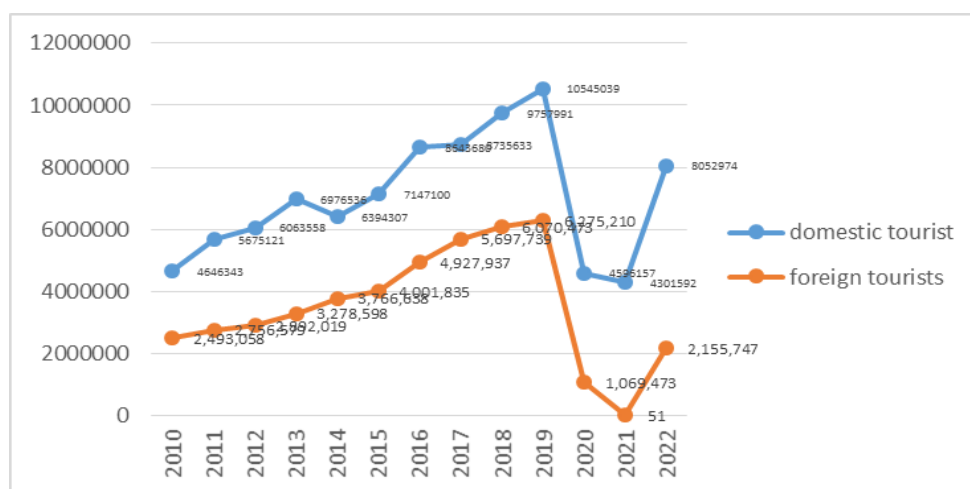


Fig. (1). Data trends of foreign and domestic Bali tourists in 2010-2022.

Source: Central Bureau of Statistics, 2023.

For instance, argues that the development of tourism should be achieved by considering the interests 466nvolvement of various stakeholders, such as local communities, business-people, and the government, in a harmonious manner. The merits and drawbacks of tourism growth on this island are still subject to ongoing debate (Arcana & Wiweka, 2016; Pratiwi Arcana & Wiweka, 2018).

Several tourism issues haunt tourism in Bali, including the carrying capacity of Bali and the covid 19 pandemic that hit in 2020, which has a major influence on tourism in Bali. This scenario exemplifies the Balinese people's strong dependence on tourism. The tourism sector has a significant impact on Bali's economy, either directly or indirectly. (Purnomo *et al.*, 2021; Subadra & Hughes, 2022; Wirawan *et al.*, 2021). The rapid growth of tourism in Bali has become a fascinating subject of study in the tourist industry. Bali Tourism provides a range of intriguing research concepts concerning the specific form of tourism that is characterized by its cultural distinctiveness, which is deeply intertwined with the indigenous knowledge of the Balinese people (Ernawati *et al.*, 2015) and diverse tourist destinations, encompassing both natural wonders and others. The main objective of this study is to aid researchers and academics in comprehending the existing knowledge repository of the research field and its present interconnections globally. Learning about tourism in Bali is both intriguing and valuable, as it is considered one of the largest global attractions. Presently, numerous academics regularly evaluate advancements in studies throughout a range of prominent international locations. The researchers conduct a bibliometric examination of the progress of tourism research in different contexts and subject areas (Evren & Kozak, 2014; Liu *et al.*, 2022; Okumus *et al.*, 2018; Palacios *et al.*, 2021). Researchers are interested in examining the evolution of literature pertaining to Bali tourism. Based on this sense, the purpose of this research is to conduct a systematic and comprehensive review of the literature on Bali tourism from 2019 to 2023. This time period was chosen based on actual data, which shows that the first

data-driven Scopus publication about tourism in Bali which is restricted from the literature of the last 5 years. This selection is based on limiting the latest issues that occur in tourism in Bali, such as issues related to environmental problems, carrying capacity and the effects of covid 19. The primary objective of this study is to examine the individual attributes of the author, specifically focusing on their nationality and the nature of their collaborations. Moreover, this study investigates many facets of the literature utilized, including the publication type, the research methodology followed, and the stated themes of interest.

METHODS

This study uses bibliometric analysis by exploring the current scientific literature and identifying knowledge gaps (Donthu *et al.*, 2021; Liu *et al.*, 2022; Mukherjee *et al.*, 2022). The bibliometric analysis focuses on the quantitative analysis of article attributes (publications, keywords, authors, and publishers) and their relationship to each other (Ellegaard & Wallin, 2015; Tamala *et al.*, 2022). Data collection using the Scopus Database on keywords "Tourism" and "Bali". Data was collected from 2019 to 2023 with a total of 457 documents. The stages in data collection are arranged through several stages: 1). Selecting scopus documents from the last 5 years (2019-2023), 2). The second stage, selecting from languages is then obtained into 414 documents, 3). The third stage, again limited that the selected documents are open access, 4). The fourth stage of the study area is divided from environmental sciences, social sciences, management business sciences and accounting, then economics, economics and finance

Data analysis in this study is divided into two parts: the first part, trend growth (annual trends, authors who contribute the most, and affiliates who contribute the most); the second part, mapping co-occurrence of keywords which consists of mapping keyword Network Visualization, Overlay Visualization Keywords dan Keyword Network Density.

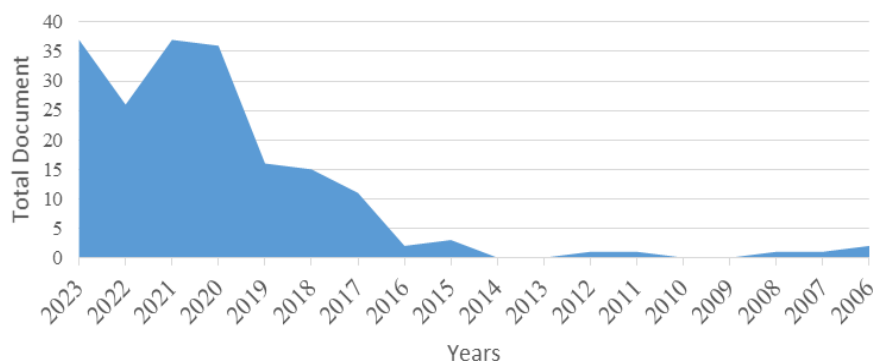
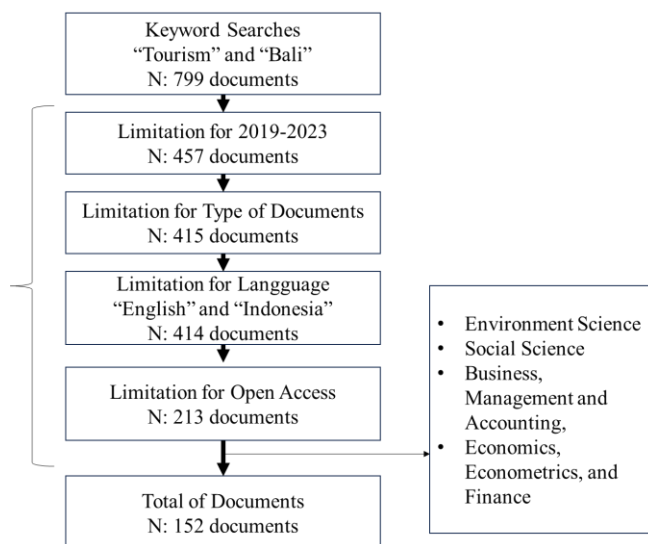


Fig. (2). Annual Scientific Production.

Source: Scopus Database, 2022.

Table 1. 10 Top Affiliation Scientific Production.

No	Countries	University	Total Documents	Percentage of Total Documents (%)
1	Indonesia	Universitas Udayana	51	26,98
2	Indonesia	Universitas Gadjah Mada	17	8,99
3	Indonesia	Universitas Warmadewa	12	6,35
4	Indonesia	IPB University	8	4,23
5	Indonesia	Politeknik Negeri Bali	8	4,23
6	Indonesia	Bina Nusantara University	6	3,17
7	Indonesia	Intitute Teknologi Bandung	5	2,65
8	Indonesia	Universitas Airlangga	5	2,65
9	Indonesia	Brawijaya University	5	2,65
10	Indonesia	Univeritas Diponegoro	4	2,12



RESULT

Trend Growth

In Fig. (2), the research advancements in Tourism and Bali are illustrated. The majority of journal articles, number-

ing 37, were published in 2023 and 2021. In contrast, the year 2020 saw 36 research papers, whereas 2009, 2010, 2013, and 2014 had no publications. Examining the yearly publishing patterns, it is crucial to consider the nations and affiliations associated with the 189 analyzed papers. Fig. (1) provides a visual representation of the top ten nations with the most cited publications. Notably, the citation frequency of documents is often country-based, with Spain having a few documents cited frequently. Canada, on the other hand, has a substantial number of papers but few citations. Further insights into the top ten developed nations can be found in Table 1, where Indonesia takes the lead.

Analysis of Co-occurrence of Keywords

The investigation focused on network visualization during the initial phases of co-occurrence analysis. Fig. (3) illustrates this, where the size of the circles (nodes) corresponds to the frequency of keyword usage, as discussed by Maier et al. in 2020. The lines (edges) represent connections between nodes, with proximity indicating the strength of the connection, as highlighted by Donthu *et al.* in 2021. Notably, the keywords "Tourism" and "Bali" emerged as the most prominent. With a co-occurrence rate of three and a total of 189

publication documents, four distinct groups were identified: merah, green, blue, and yellow.

Fig. (4) since 2018, "land use", "subak", "tourism management", and "tourism development" are popular natural disaster keywords. Recent keywords include "Sustainability", "Tourism Market", and "Tourist Behavior". Fig. (4)

shows the topic density. The redder the colour, the more topics studied; the bluer, the less. "tourism" and "sustainability development" depict density well. Several keywords have been studied for decades "culture", "tourist attractions", "perception", "tourist behaviour", "tourism market", and "sustainable".

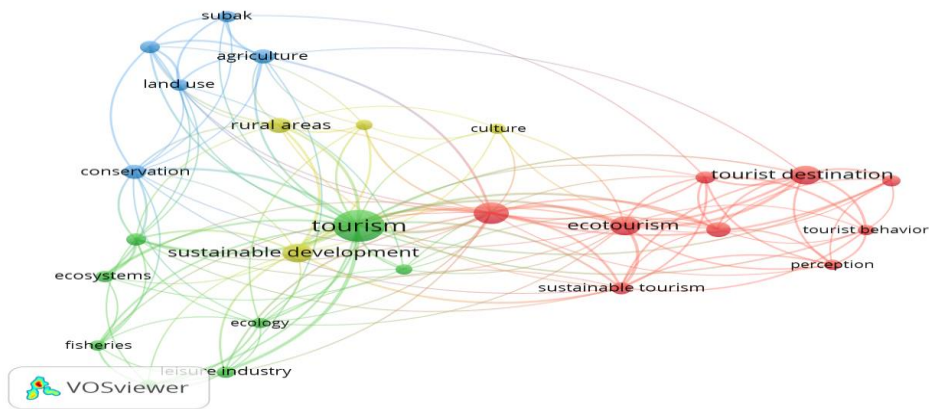


Fig. (4). Keyword Network Visualization.
Sources: Scopus Database, 2023.

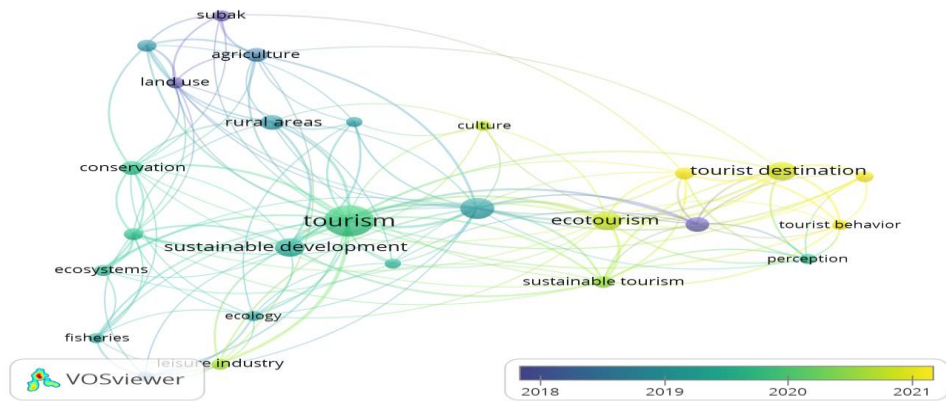


Fig. (5). Overlay Visualization Keywords.
Sources: Scopus Database, 2023.

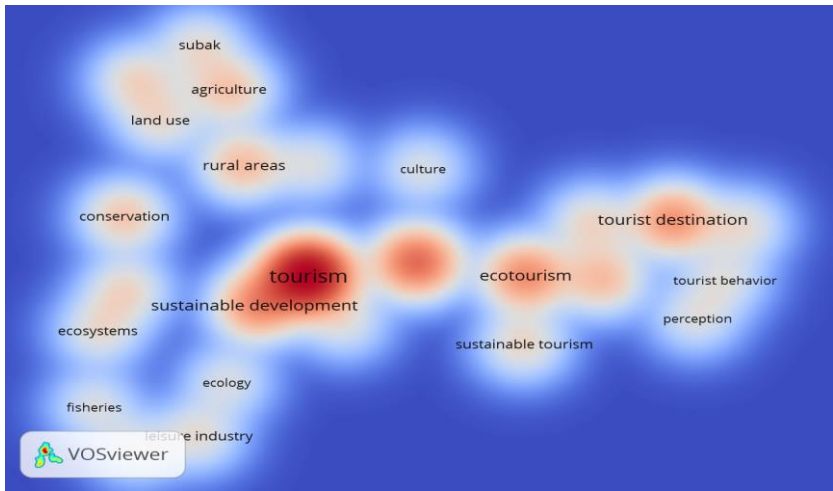


Fig. (6). Keyword Network Density.
Sources: Scopus Database, 2023.

DISCUSSION

The closeness of the research theme that uses the keyword “Tourism in Bali” shows that the tourism development aspect is an essential part of this discussion. Management aspects can be used in realizing sustainable development (Tsoulakis et al., 2021). During development, several issues were discovered. Alternative solutions, laws, and policies are required in order for its growth to contribute positively and sustainably to Bali’s economic development (I. K. Satriawan et al., 2015).

When tourism development has turned into an industry that can help national development, the area’s attractiveness becomes essential and strategic. In many parts of the world, cultural identity and local knowledge are on the rise again because of globalization. The tourism industry is also important to the growth of Bali (Rideng et al., 2020). The importance of discussing sustainable development is important to do in connection with tourism development which has also been explained in previous research (Anggoro & Purwanti, 2019; Setiawan et al., 2017; Windayati et al., 2020). Amelia Moore (2019) explores an experimental form of tourism developed in the name of sustainability, one that is slowly changing the way both tourists and communities come to know themselves and relate to island worlds.

The relationship between this research theme and the resulting keyword search results also shows a connection with the discussion of the topic of tourist destination di Bali. In recent years, tourism has become one of the fastest-growing sectors of the global economy, and its contribution to regional and national economic development is generally acknowledged. (Seddighi & Theocharous, 2002)

In an increasingly competitive international tourism market with emerging new destinations, established destinations can gain a competitive advantage through repeat visits; however, previous research indicates that destination competitiveness depends on destination-specific characteristics and visitor satisfaction. The study by Boit and Doh (2014) evaluated the influence of destination features and visitor satisfaction on tourists’ intentions to return to Lake Nakuru National Park, Kenya. The findings of this study indicate that sure Lake Nakuru National Park’s destination qualities influenced visitor satisfaction, and a positive relationship was established between tourist satisfaction and plans to return. Based on the findings, recommendations are made for the park’s success and efficiency in the international tourism marketplace.

Evidence of the development of research with the theme of tourism in Bali in the fisheries sector seen from the year of publication can be seen in Figure 2. Research topics with the keyword “Tourism Development” became widely researched in 2019. Likewise, with research topics on sustainability, economic growth, and sustainable development. Several studies with this topic discuss sustainable development. For example, research conducted by Chin (Chin et al., 2017), Understanding the causes behind a destination’s competitiveness is crucial for enhancing its performance, facilitating more efficient destination management, and informing its

overall sustainable economic development within the dynamic global tourism sector.

Research by (Chong, 2020) showed that tourism development affects not just the local environment, economy, and corporate governance but also the people, culture, and heritage. Even though mass tourism in Bali continues to give financial opportunities and stimulate infrastructural progress, the tourism development of Bali must bear the opportunity costs of environmental, cultural, and social significance to the local community. The evolution of a new perspective in the tourism industry concerning the conservation conversation using the keywords “conservation,” “tourism management,” and “coral reef.” 2020 will see the development of subjects relating to conservation.

Research conducted in Bali discusses more Tourism Development leading to sustainable development. According to Jurriens (2019), reestablishing strong ties to Balinese cultural and spiritual values and traditions is essential to achieving more sustainable tourist links between humans and nature. Furthermore, sustainable development is vital to pay attention to increase the satisfaction of tourist visits, protect the natural environment, and improve the level of welfare of the people living around tourist sites (Mayuzumi, 2022). According to Priatmoko et al. (2021), the distinctness of Bali’s culture, the island’s breathtaking natural scenery, and the Balinese people’s welcoming nature towards visitors contribute to the island’s thriving tourism industry. In its development, previous research rarely discusses several topics, including smart cities, destination images, cultural landscapes, art, and hotels.

To encourage the expansion of sports tourism, in addition to working toward the development of sustainable tourism between attractions in the highlands and those in the lowlands, it is essential to take into account the conditions, characteristics, and one-of-a-kind qualities of attractions that are present across the entirety of the tourism location. According to Hadriani et al. (2021), the growth of unique nature tourism needs to have a clear understanding of the philosophy of what and how that connects to the originality, authenticity, scarcity, and one-of-a-kindness of nature, which will be essential for meeting the future development of expectations held by tourists (R. Satriawan et al., 2020)

In addition to pursuing the development of sustainable tourism between attractions in the highlands and the lowlands, consideration must be given to the conditions, characteristics, and uniqueness of attractions that exist throughout the entire tourism location in order to promote the growth of sports tourism. Joehastanti (2012), Clarifies that the development of unique nature tourism must understand the philosophy of what and how that connects to the originality, authenticity, scarcity, and uniqueness of nature, which will be crucial for meeting the future development of tourist expectations.

CONCLUSION

The bibliometric study utilizes VOSviewer visualization to unveil research gaps, enhance comprehension of prior studies, and elucidate the interplay between theory and the

explored research topic. The thematic trend analysis of "tourism in Bali" reveals a significant focus on tourism development in Bali within the existing research landscape. The visualization generated by VOSviewer underscores the prevalence of this theme in Bali's tourism research.

Building on these insights, the study offers valuable research recommendations. It highlights the need for further exploration into intelligent cities, destination images, cultural landscapes, art, and hotels in the context of Bali's tourism development. These recommended topics serve as a foundation for more comprehensive research, contributing to a deeper understanding and advancement of tourism development in Bali.

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