

BALI AND THE NEXT PROPOSED TOURISM DEVELOPMENT MODEL IN INDONESIA

Setiawan PRIATMOKO

PhD Doctoral School of Economics & Regional Sciences, Hungarian University of Agriculture and Life Sciences/MATE, Hungary and Lecturer at STIE Pariwisata API Institute, Indonesia
eraynesance@gmail.com

Moaaz KABIL

PhD Doctoral School of Economics & Regional Sciences Hungarian University of Agriculture and Life Sciences/MATE, Hungary and Lecturer at Cairo University, Egypt
moaazkabil@cu.edu.eg

Róbert MAGDA

Prof. Dr. Habil., Doctoral School of Economics & Regional Sciences Hungarian University of Agriculture and Life Sciences/MATE, Hungary
Magda.Robert@szie.hu

Edit PALLAS

Dr., Institute of Sustainability and Farming Hungarian University of Agriculture and Life Sciences/MATE, Hungary
pallas.edit@mate-uni.hu

Lóránt Dénes DAVID

Prof. Dr., Doctoral School of Economics & Regional Sciences Hungarian University of Agriculture and Life Sciences/MATE, Hungary
David.Lorant.Denes@szie.hu

Abstract

The Indonesian government is currently boosting its tourism by using the success of the island of Bali as a model, the project is called Ten New Balis. This article examines previous studies and statistical data to presents a deep analysis of macro-environmental factors of tourism in Indonesia related to Bali as a development model. The study is based on Scopus articles associated with Indonesia and Bali tourism development articles and statistical data collected from the statistics bureau's Indonesian office, BPS-Statistics. The thematic framework analysis and descriptive analysis describe complementary insight of tourism planning and development issues. Proposed future tourism development planning could be seen clearer by using mixed-method analysis. Extending different research articles databases will give a good result comparison.

Keywords: priority destinations, tourism planning, tourist account, tourism development, rural tourism

JEL classification: L83, O500, O21, O180, R1, R5

1. Introduction

The tourism industry is one of the most important economic sectors globally, which has shown remarkable growth in recent decades (Dwyer et al., 2000; Selimi et al., 2017). Accordingly, this sector has become an essential economic field that attracts researchers and academics, as tourism represents a complex phenomenon with different economic, social, geographical, environmental, technological, and other dimensions (Rodríguez-Díaz & Pulido-Fernández, 2021). According to Neil Leiper, the Australian researcher who created Leiper's model to understanding tourism in 1979, tourism consists of a set of push factors and the pull factors, representing the economies of the tourism industry (Paul & Varghese, 2015; Yusof et al., 2012). The importance of the tourism economic dimension emerged at the local, regional, national, and global levels.

The exact manner can be seen in the Asia-Pacific Region (which consists of 13 countries), where the tourism industry plays a significant role in shaping the regional countries' economic strategies. Each country competes with the uniqueness and beauties of nature or culture to package these activities in a tourism product. Asia and the Pacific recorded and enjoyed the highest growth in arrival and above-average growth in tourism earnings by 2018 (World Tourism Organization, 2019). Covering 140 economies, the Travel & Tourism Competitiveness Index (TTCI) measures the set of factors and policies that enable the travel and tourism industry's sustainable development. Indonesia ranks 40 among 140 other countries (Calderwood & Soshkin, 2019).

In Indonesia, the tourism industry is projected to become one of the "core economies" and the third-largest contributor to foreign exchange after CPO/Crude Palm Oil and coal. The tourism business's potential in the future is considered very large (Bank Indonesia, 2018). Getting 20 million foreign tourists in its target, Indonesia must rely and focus on the domestic market because the predicted growth of international tourists who are still affected by the pandemic requires a solid domestic economic movement by domestic visitor trip. According to the United Nations World Tourism Organization (UNWTO), the growth of tourism travel after 2020 is still in the recovery zone and is still lower than in 2019 (UNWTO, 2020).

The processes of tourism development planning in this turbulence situation by many stakeholders must pay attention to various macro data to find the most appropriate approach to Indonesian conditions. The Indonesian Ministry of Tourism and Creative Economic/Kemendparekraf has disseminated and prepared preparations for almost all provinces to realize tourism as one of the primary sources of income and use Bali island as tourism for patron development. This study tries to determine the elements used as a baseline for tourism development planning in Indonesia for the target market, foreign tourists, and domestic tourists with world-class Bali tourism as a model.

Consequently, this paper aims to identify the Indonesian tourism industry's future strategies depending on the macro statistics perspective and add Bali as the outlook enhancer. The research using mixed methods to give a more comprehensive view. The results from mix method will be complementarity, which means the results from one way are used to enhance, elaborate, or clarify results from another process. The number of tourists, income, origins, favorite destinations, and 2019 Travel & Tourism/T&T Competitiveness Index are the selected variables and statistics for this study. This research started with an introduction section, followed by a literature review. After that, the research presented the results and discussed them, followed by a proposed reliable conclusion.

2. Literature Review

2.1. Indonesia & Tourism Nowadays

Indonesia is Southeast Asia's largest economy, rich in all types of natural resources and cultural diversity (Oberman et al., 2012). A young and dynamic democracy, it is urbanizing and modernizing rapidly. In contrast with most OECD countries and many emerging economies, around half of the population is under 30 years old. The working-age population ratio is set to rise during the next decade (United Nations, 2017). The data is in line with the number of visitors to various destinations in Indonesia, dominated by younger people (BPS-Statistics Indonesia, 2020a). Indonesia's economic growth is promising and takes place regularly, supported by political stability and security, making it a confident middle-income country (The World Bank, 2020).

The key to understanding these claims is seeing them as socially constructed or shaped by discourse (Fazito, Scott and Russell, 2016). Confidence in the national government is higher than in any OECD country, and its following with emblematic of Indonesia's success in creating a famous tourism brand (OECD, 2018). Based on data from the World Travel & Tourism Council/WTTC, Indonesian tourism is the fastest-growing, ranking nine globally, number three in Asia, and number one in the Southeast Asia region. (Indonesia.go.id, n.d.). Domestic and foreign tourist visitors still show that Indonesia's typical visitor is still in mass tourism activities (BPS-Statistics Indonesia, 2020e).

The development of tourism leads to the following economic benefits: GDP growth; unemployment decrease, i.e., creating workplaces (as well as for unskilled workers) in the

related business - accommodation, catering, trade, entertainment; increasing residents and state revenues; foreign investment attraction; promotion of the development and variety in other sectors (local crafts, manufacturing, and agriculture); infrastructure development (Barkauskas, Barkauskienė and Jasinskas, 2015). There is a strong degree of specialization in industry when employment and GDP are taken into consideration (Diniz and Upadhyay, 2010).

If mass tourism is to be chosen, then a diverse local workforce and production is an extensive portfolio of links to the broader economy and looking at tourism in this context (Biddulph, 2015). Mass tourism is considered a loose umbrella term for various types of large-scale and widespread tourism segments. Mass tourism is the role taken by or given to one or several types of tourism, and these together represent the masses in a certain considerable number (Vainikka, 2013). In this condition, discussing the choice of mass tourism or non-masses' tourism is no longer contextual, considering the challenges of tourism development and planning are managing innovation and its consequences. Furthermore, through innovation, they can retain their competitiveness (Omerzel, 2015).

These competitive standards are increasingly broader with variables and measures for comprehensive pillars of thought such as the Travel & Tourism Competitiveness Index/TTCI by the World Economy Forum/WEF. (Calderwood & Soshkin, 2019). By using sustainable community business capital as assets, all of which are important to manage, enhance and conserve, it is expected that the destinations will continue to attract visitors. Furthermore, it will feel connected and committed to experiencing while also contributing to sustainable community vision and robust economic growth in tourism (Richins, 2009). Moreover, attention to security and safety is also part of the thinking for tourism development, be it mass tourism or non-mass tourism (Priatmoko & Purwoko, 2020).

The developments in technology and transport infrastructures, such as low-cost airlines and more accessible airports, have also made many affordable tourism types. Using online and applications through the internet boosts tourist services sales and has facilitated lifestyle changes (Succurro, 2016). In the future, economic factors will depend more heavily on environmental factors, and sustainable (including rural) tourism will grow because of the worse state of the environment (Barkauskas, Barkauskienė and Jasinskas, 2015).

Recreational experiences connected to livelihoods can add another dimension and thus need particular attention for recreation-based ecosystem conservation. Moreover, it will also push the non-economic valuation of recreation-related to indigenous and local people's lifestyles should be considered seriously for a fuller appreciation of socio-ecological relations in tourism-dominated areas (Chakraborty, Saha and Ahmed Selim, 2020).

2.2. Tourism Development

Involving the host community in planning and maintaining tourism development to cater to the community's welfare is directly notable. The most common form is community-based tourism/CBT (Banik and Mukhopadhyay, 2020). Through local control of tourism businesses and activities, CBT is thought to contribute to cultural and environmental conservation and the redistribution of economic benefits among the most vulnerable groups, such as indigenous communities (Garcia Lucchetti and Font, 2013). Indonesia, which has many more rural areas than urban areas (Indonesian Ministry of Home Affairs, 2017), needs this approach by paying attention to tourism development down to the village level.

Visitors come to spend a certain amount of money starting from transportation expenses, buying products or services in tourism destination areas, such as accommodation, food, and beverages, souvenirs, and recreational activities (Succurro, 2016). Hence, the high transport integration is one of the success key of tourism business (Krabokoukis, 2020). It is necessary to pay attention to the values that support visitors' attitudes and behavior toward tourist destinations with an emotional element as part of planning. The dynamic stuff tends to impact tourist behavior that may not be captured by attitudes and cognitive beliefs related to environmental sustainability (Sneddon et al., 2016). Furthermore, the tourism industry's contribution to the economy can be identified through visitor activities (Khademi-Vidra and Bujdosó, 2020).

Biodiversity is also a severe concern for planning current tourism activities (World Tourism Organization, 2019). Biodiversity conservation and sustainable land use are indicators of sustainable environmental use (UNEP, 2017). Furthermore, attention to ecological resources needs to be done while prioritizing conservation and not destroying natural areas (Holladay and Ormsby, 2011). A cultural unity containing human, nature, and physical culture manifestation, including architecture, as the complexity of components, should be valuable capital in tourism development (Vitasurya, 2016).

Stipulation of destination forms' development also needs to pay more attention to local communities with a more pro-poor and comprehensive Tourism Value Chain/ TVC approach to involve local communities to work and maintain sustainability (Ndivo and Cantoni, 2016). Communities will work for tourism if tourism works for communities (Milne et al., 2012).

2.3. Bali and Indonesia Statistical Report

Since 2014, the authorities committed to replicate this success of Bali Island in "10 new Balis" to double tourist numbers to 20 million by 2019 (Ollivaud, 2018) by creating the so-called "10 Priority Destinations" project. The number of foreign tourists arriving in Bali soared from 2.5 million in 2010 to 6.2 million in 2019 (BPS-Statistics Indonesia, 2020d). Bali island recorded is one of the most popular tourist destinations for foreign visitors.

The changing volatility of the tourism marketplace and increasing constraints on Destination Management Organisations (DMOs) allocate scarce marketing funds efficiently and demand. Thus the prospective return on investment in destination development is estimated accurately (Dwyer, Forsyth and Spurr, 2016). Later, the number of tourists will affect the investment risk. However, for many destinations in Indonesia, the domestic focusing market strategy's allocation has long been a concern for local DMO. When viewed more broadly by taking into account the direct, indirect, and induced effects, in total, 12,241,600 jobs in Indonesia emerged with the travel and tourism industry in 2017 (LPEM-FEBUI, 2018).

An assumption has prevailed among tourism stakeholders and researchers that, nationally and within a state's borders, domestic tourism represents mainly transfers of expenditure, with minimal impacts on Gross Domestic Product and employment (Dwyer, Forsyth and Spurr, 2016). However, this does not apply to Indonesia with the number of domestic visitors who dominate the circulation of money and labor (LPEM-FEBUI, 2018).

Understanding that Bali will become a patron for tourism development in Indonesia requires a macro perspective to apply to other regions (Adhika and Putra, 2021). Bali's model will be a challenge that is not easy, considering other areas in Indonesia are relatively unfamiliar with the tourism business and have different characteristic (Berawi, Miraj and Sidqi, 2017). Bali tourism started in the Dutch colonial era, while other regions became concerned and active in the decades. The data on tourism in the Indonesian BPS-Statistics office also only shows macro figures and has not provided a comprehensive strategic picture of Indonesia's future tourism plans and conditions.

This paper focuses on exploring critical thinking about a proposed model for Indonesian tourism in the future. Previous research articles on Indonesian tourism related to Bali, statistical data, and concepts from world tourism organizations will provide a more comprehensive view. Starting from a content analysis of literature on tourism in Indonesia, followed by a descriptive analysis of the Indonesian BPS-Statistics report, and added reports from WTTC and WEF data to ensure robust discussion of the data presented.

Finally, we can say the Indonesian government's strategy by making Bali a model for developing priority destinations in other regions requires a deep understanding of various data applications. Tourism research, general and macro statistical data, and concepts from tourism institutions and the global economy can help provide a sharpened view for development planning.

3. **Methodology**

A mixed-methods study was conducted, combining qualitative and quantitative analysis. The qualitative research will be founded on an interpretive (constructivist) paradigm by building thematic constructs among previous research articles. NVivo is using to help to analyze qualitatively. NVivo is a qualitative data analysis software that allows the researcher to gather, organize, analyze, and visualize unstructured and semi-structured data (Kent State

University Libraries, 2020). The data that will be processed using thematic analysis are articles from the Scopus database. Scopus database is easy to navigate, can search both forward and backward from a particular citation, has a multidisciplinary aspect, and can be used for collection development and research (Burnham, 2006). From the articles recommended by Scopus, we extracted cited articles for thematic framework analysis using NVivo Pro 12. We did coding, categorizing, and synthesizing (Saldaña, 2013). The core categories and related themes are constructed related to the role model destination to give the country's tourism business and activities perspective. In this study, we use the Bali island tourism studies to develop tourism used by the Indonesian government.

Descriptive analysis was used to help describe the finding of the previous year's statistical data. Quantitative descriptive analysis characterizes the world or a phenomenon by identifying patterns in data to answer questions about who, what, where, when, and to what extent. Descriptive research can be precious in today's age of large datasets in which the volume of information may otherwise obscure recognition of essential relationships because it works as data simplification (Loeb et al., 2017). Descriptive statistics enable data to be presented in a more informative manner, making data analysis easier. Good descriptive research relies primarily on low-inference, low-assumption methods that use no or minimal statistical adjustments (Loeb et al., 2017). The statistical data obtained are the number of visits, income, tourists' origins, favorite tourism destinations, and travelers' destinations. In this study, we use Indonesian BPS-Statistics under the Tourism Chapter data, we describe and connecting all interpreted findings.

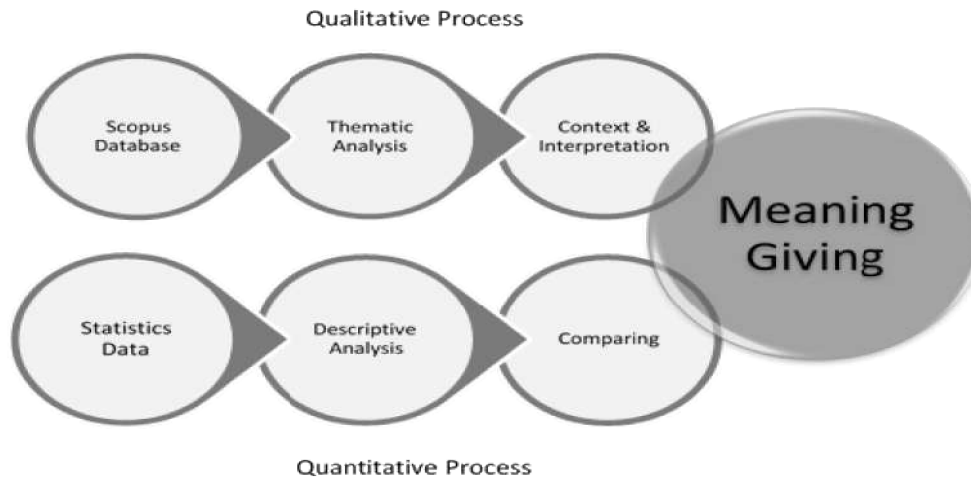
We also use a measurement from the 2019 T&T Competitiveness Index released by the WEF, which contributes to the development and competitiveness (Calderwood and Soshkin, 2019) to add a descriptive interpretation of the conditions of Indonesian tourism. Its index comprises four subindexes: Enabling Environment, Travel & Tourism (T&T) Policy and Enabling Conditions, Infrastructure, and Natural & cultural resources and has subindex as seen in Figure 1 below.

Figure 1. The T&T Competitiveness Index 2019 framework



Source: Calderwood and Soshkin, 2019

The combination of qualitative and quantitative analysis results is then used to provide the proposed finding as meaning-giving. The whole process in this methodology can be seen in Figure 2 below.

Figure 2. Mix method research process

Source: Authors Analysis, 2021

As various existing issues and news from major credible media are identified with clear affiliation (Cassidy, 2007), we use it to assist data enrichment and meaning giving. In the discussion, we added information on the socio-economic capital and environmental phenomena in Indonesia and future tourism trends with various literary sources according to the thematic finding. Finally, in the results, we offer a view of Indonesia's tourism development plan at a macro scale based on interpretation of literature content analysis and descriptive statistics analysis construction.

4. Result

4.1. Qualitative Results

Thematic analysis is a qualitative research method that can be widely used across various epistemologies and identify, analyze, organize, describe, and report themes found within a data set (Nowell *et al.*, 2017). Based on the focus of the Literature Review conducted is about "Indonesia" and "Bali" as patron for "Tourism" "Development," we use these keywords to search for related literature on the Scopus database. We use data for the last five years, from 2017 to 2021, because we consider the five-year period sufficient as a generalization of research and discussion on tourism. From this data, 24 articles recommended by Scopus were obtained for thematic framework analysis using NVivo Pro 12.

We then coded the entire article with the help of the NVivo Plus 12. After the repeat analysis stages and node groupings were carried out, the remaining words were classified. We started developing a theme. Furthermore, using the thematic analysis results above, we found that the main themes of concern to researchers regarding tourism development planning in Indonesia which Bali as the core issue. These themes can be seen in Table 1 below. Table 1 presents the three categories and their related articles. Column three provides a more meaningful interpretation associated with each category/theme. It is the synthesis of the arrangements that form the basis of Bali tourism-related understanding.

Table 1. Core categories, related themes, and interpretation of Bali tourism

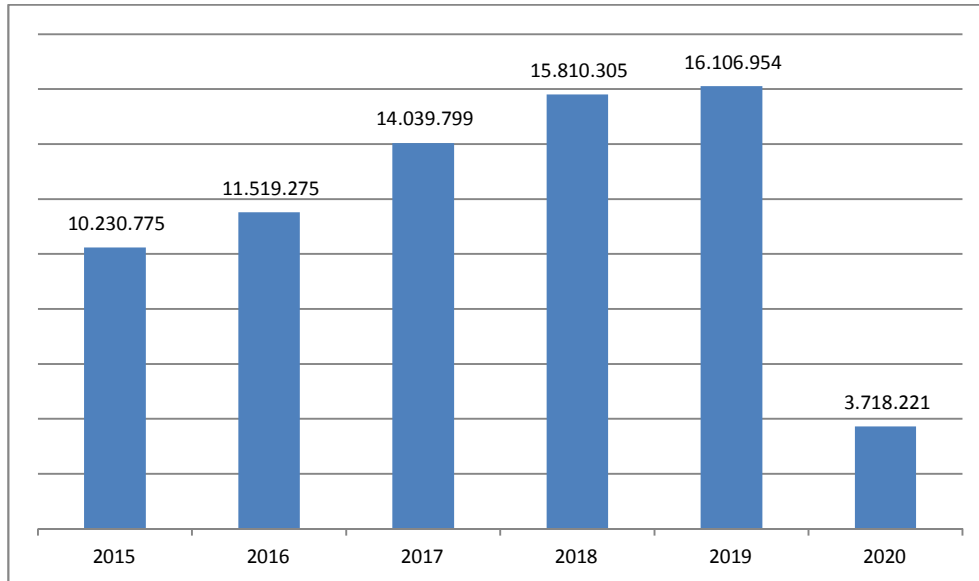
CORE CATEGORY	RELATED THEME & WORDS	INTERPRETATION
Spatial Development	agglomeration	Bali-like project
	Bali	
	coastal	understanding spatial capital
	village	
	urban	natural resources concern
	conservation	
	ecotourism	
Regional Development	land-water use	interconnected area
	global	
	national	
	locality	interconnected activities
	culture	
	traditional value	
Tourism Impact	disaster mitigation	local economy growth
	community development	
	infrastructure	
	dynamic process	comprehensive impact view
	socio-economic	
	politic	

Source: Author Analysis, 2021

4.1. Quantitative Results

The most credible data source for data on tourism demand and the supply of tourism industries in Indonesia is national or regional BPS statistics, the Indonesian government statistics board's office. Its data is used by many international bodies such as World Bank, UNWTO, WEF, OECD, and WTTC. Data on foreign and domestic visitor and economic indicators can be seen in the report by BPS-statistics. Statistical data indicators as control are also carried out in looking at tourism conditions at a macro level (Constantin *et al.*, 2016; Dwyer, Forsyth and Spurr, 2016; Antolini and Grassini, 2020; Sun, Cadarso and Driml, 2020).

The growth of foreign tourist arrivals also shows a convincing number from 2015 to 2019, as seen in figure 3 below. Of course, during a pandemic, there was a significant decrease in foreign tourist arrivals in 2020, as in other countries as well. This very considerable decline cannot be used as a long-term baseline because the pandemic's world situation begins in the middle of 2020.

Figure 3: International Tourists Arrival in Indonesia

Source: BPS-Statistics Indonesia, 2020c, 2020b

These foreign tourists entered the 29 entry ports in Indonesia. The most for AirPort Entry is Ngurah Rai (Bali Island), Soekarno-Hatta (Jakarta), Kualanamu (North Sumatra), Juanda (East Java). Seaport Entry through Batam (Riau Arch.), Tanjung Uban (Riau Arch.), Tanjung Pinang (Bintan island). Land port entry by Atambua (East Nusa Tenggara), Jayapura (Papua), Entikong (West Kalimantan). To reach the target of 20 million foreign visitors, the government accelerated transport infrastructure development and stepped up its promotion efforts. In 2017, tourist arrivals reached 14 million, and other destinations are becoming popular, such as Borobudur temple in Central Java and Banyuwangi in East Java.

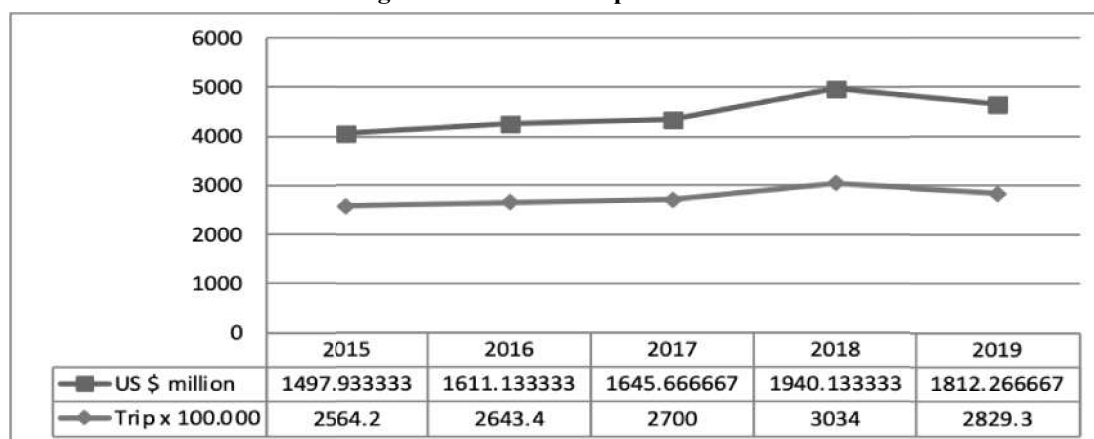
Duplicating Bali's performance into ten new destinations is a strategy for the government to accelerate Indonesia's tourism business growth. In realizing that, the plan to develop ten new destinations in the same class, called ten new Balis, was made for massive infrastructure development. The infrastructure includes roads, airports, and transportation connections, and other supporting facilities. The priority destination locations name are: Lake Toba in North Sumatra, Tanjung Kelayang in Bangka Belitung, Mandalika in West Nusa Tenggara, Wakatobi in Southeast Sulawesi, Morotai Island in North Maluku, Seribu Islands in Jakarta, Tanjung Lesung in Banten, Borobudur in Central Java, Bromo Tengger Semeru in East Java, Labuan Bajo in East Nusa Tenggara. The location and theme of the ten priority destinations can be seen in the infographic figure 4 below.

Figure 4: Indonesia's 10 New Balis Project locations

Source: <http://indonesiabaik.id>, edited 2020

In developing these ten destinations, it must be kept in mind that the concept of the Bali tourism industry that integrates natural capital, culture, facilities, and community is a requirement for the success of a destination. Furthermore, the determination of the ten locations as a "core-periphery" which aims to bring the effect of the surrounding area in the tourism business can occur (Xi *et al.*, 2015). Moreover, suppose understanding its "core-periphery" spatial value is not fully understood and connected with integrating various aspects of tourism as practiced by Bali. In that case, it will cause residents to separate themselves from tourism activities (Wang, Xu and Huang, 2020).

For domestic tourists, the government is targeting 275 million trips that will visit various destinations in Indonesia. The assumption of this figure relies on the conditions before the Covid-19 pandemic. The activity of domestic tourists encourages economic activity and equal distribution of income with the expenditures made. Meanwhile, the number of domestic tourist trips and the income derived from tourism-related activities (transportation, accommodation, catering, shopping, etc.) are recorded in figure 5 below.

Figure 5: Domestic Trip & Revenue

Source: BPS-Statistics Indonesia, 2020a

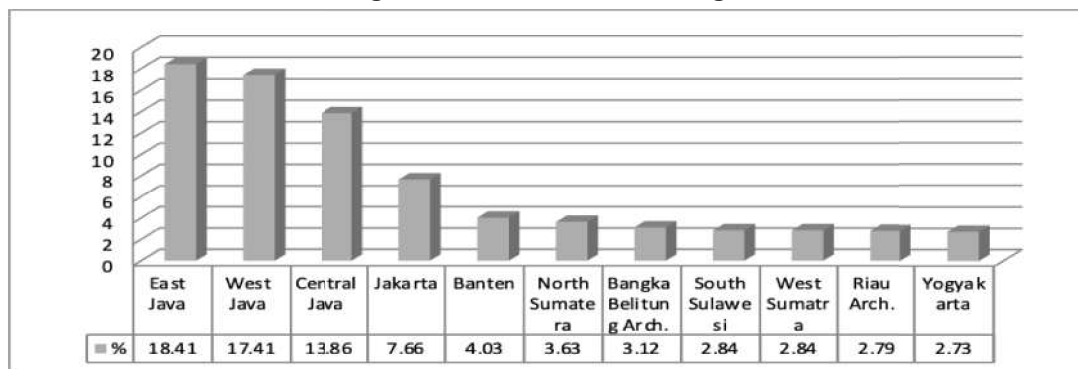
The picture above shows the movement of the number of trips and the total expenditure to make domestic tourists' trips over the past five years. Domestic tourists' development pattern is seen from the number of trips and spending showing a positive habit that tends to increase. In the past five years, from 2015 to 2018, the number of trips has grown by 21.34 percent. Domestic tourists' total expenditure also increased by 63.64 percent before considering the

development of inflation (BPS-Statistics Indonesia, 2020a). However, there was a 6.75% decrease in the number of tourists in 2019 compared to 2018 due to increased airplane ticket prices. The drop is getting more significant with the Covid-19 pandemic, which affects spending for travel & tourism. The total decrease in 2020 had reached 46.6% (World Travel & Tourism Council, 2021)

The Association of Indonesian Tour and Travel Agencies (ASITA) stated that about 60 percent of the people who want to travel are influenced by the price of airline tickets (Fitra, 2019). With the increase in airplane tickets in the past, there may be adjustments in transportation modes, trips, and changes in a favorable destination. Also, the existence of new toll roads will open new opportunities to increase visitor trips. The number of visitors in 2020 has not been obtained comprehensively. Still, there has undoubtedly been a drastic decline due to travel and gathering restrictions related to the pandemic. The drastic decrease should be examined so that it is expected that it will not significantly affect the amount of money spent by tourists. Making tourists more immersive and also adopt radical innovation in tourist destinations can increase spending, which will be helpful for the community (Lincaru *et al.*, 2020).

As the island with the densest population in Indonesia, Java Island is still the most significant domestic tourism trip. In Java Island, tourists from East Java Province recorded 18.41% of all tourist trips in Indonesia. Furthermore, West Java residents 17.41% and Central Java recorded 13.86%. Meanwhile, From outside Java Island, North Sumatra Province visitors are the most cities in the trip number reached around 3.63% of all tourist trips in Indonesia. Then it was followed by Bangka Belitung Arch., South Sulawesi, and Riau Arch. provinces which were 3.12%, 2.84%, and 2.79%, respectively. This condition is almost the same year by year which is also still dominated by provinces in Java. See figure 6 below.

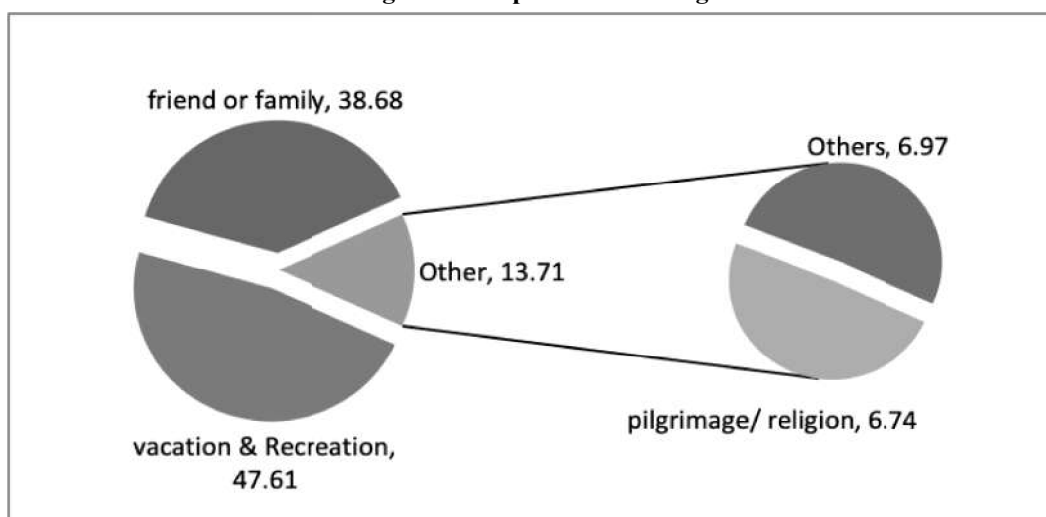
Figure 6: Domestic Visitor's Origin



Source: BPS-Statistics Indonesia, 2020a

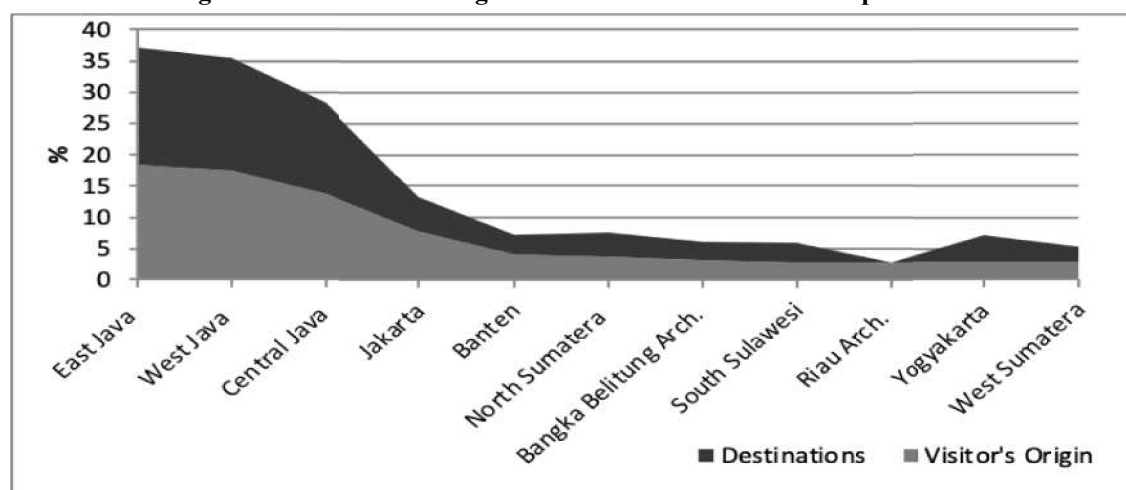
The total percentage listed in the BPS-Statistics report is 79.32% of all data obtained. The possibility the rest of the 20.68% of tourist's origins not written in the BPS-Statistics data are scattered too much from various places. Still, the value is considered not too significant to be included in the report. East Java Province is still the highest destination. The 2019 Domestic Tourist Survey results in the number of trips of the Indonesian traveler, reaching around 18.64%. West Java and Central Java occupy the second and third positions, respectively, about 18.06% and 14.36% as domestic tourist destinations. This condition is almost the same pattern that occurs nearly every year. North Sumatra Province reaches around 3.96% of all trips made by domestic tourists. Bangka Belitung Arch., South Sulawesi and West Sumatra provinces followed, respectively, 3.04%, 3.01%, and 2.55%.

The purposes of domestic tourists in traveling or visits are diverse. In several years until 2019, the visitor's most travel aim is vacation and recreation—the visitor's proportion of domestic tourists who leisure and entertainment reach around 47.61%. Tourists aiming for visiting friends or family are also quite a lot to run about 38.68% of Indonesia's whole domestic tourist trips. However, there was a slight decrease compared to the previous year. Then domestic tourists who aim for pilgrimage/ religion reached around 6.74%. Furthermore, 7% of tourists do various things from these three intentions: shopping, sports, health, training, MICE, business, and others, as seen in Figure 7 below.

Figure 7: Purpose of Traveling

Source: BPS-Statistics Indonesia, 2020a

Data from visitor origins and destination destinations shows that regions that have managed and created many tourist destinations are likely to get significant visitors (see Figure 8).

Figure 8: Most Visitor Origin and Favorite Destination Comparison

Source: Authors Anlysis, 2021

Despite Java being the statistically most significant population, they will travel to other areas out of Java if there is no destination. Furthermore, the central government's idea of building priority destinations and its infrastructure to capture foreign tourists must align with local governments concerned with domestic tourists. Greater coordination would ensure that tourism serves regional development needs (OECD, 2018).

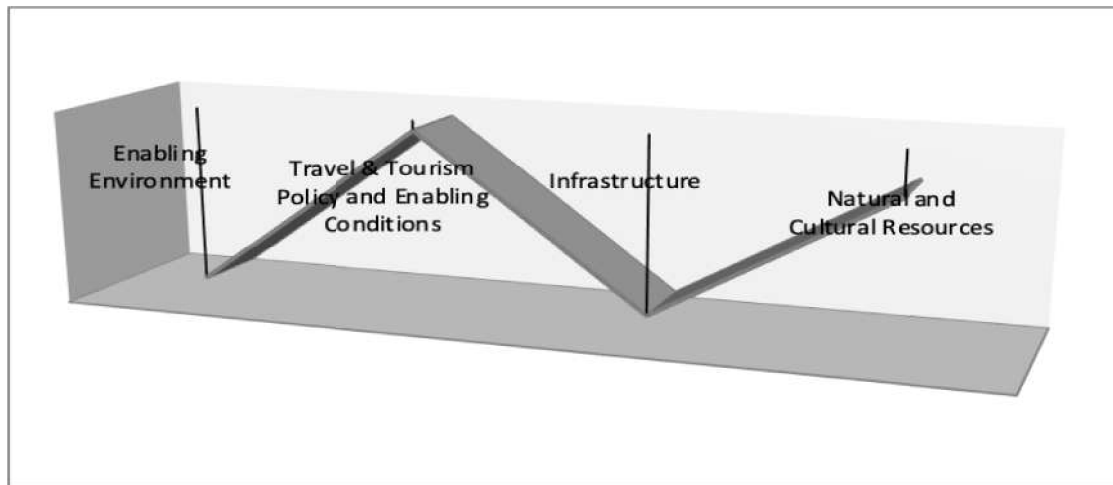
4.1. T&T Competitiveness Index

Apart from the data above, the WEF noted several things about the 2019 T&T Competitiveness Index. In the index covering 140 economies, the T&T Competitiveness Index measures the set of factors and policies that enable the sustainable development of the travel and tourism industry, which contributes to the development and competitiveness of a country put Indonesia ranks 40 among 140 countries other (Calderwood and Soshkin, 2019).

As for the potential and assessment of the index pillars, there are strong and weak points on tourism potential in Indonesia. In the Enabling Environment, this includes matters of the business environment, safety and security, health and hygiene, human resources and labor market, Information and Communication Technology/ICT readiness. Travel & Tourism Policy and Enabling Conditions aspect include prioritizing travel & tourism industries, international openness, price competitiveness, environmental sustainability. Water, ground

and port transport, and tourist service infrastructure support are also crucial for Indonesia. Another important thing as determination in global tourism competition is Natural and Cultural Resources. The low and high indexes condition is shown in Figure 9 below.

Figure 9: Indonesia High and Low Indonesia T&T Competitiveness Index 2019



Source: Calderwood and Soshkin, 2019, interpreted & edited 2020

Based on the 2019 T&T Competitiveness Index, tourism development in Indonesia requires two main steps: fixing the weakest points (Environment and Infrastructure) and utilizing strength points (T&T Policy and Natural & Cultural Resources). The environment has become a significant issue even for Bali, which has become a patron for developing priority destinations. An example of a change in traditional Balinese rice field irrigation is called the Subak system. The Subak is a traditional irrigation system which is a manifestation of Bali's Philosophy since the 9th century and has been ranked in the world heritage list (Zhang and Stewart, 2017). Many areas with the Subak system have turned into hotels and accommodation facilities, making it decrease by 35% from 2012 to 2017 (Lanya et al., 2018). Furthermore, it is known to discuss among stakeholders about the future of the local heritage and its presence to protect from tourism impact (Joukes, Costa and Diniz, 2018). The availability of internet networks and the readiness of citizens to interact with ICT-based technology also need to be a concern for other destinations that will be prioritized (Stamboulis and Skayannis, 2003). As for issue infrastructure, it is clear that it is described in the initial explanation of this article with the many facilities, roads, and ports built by the Government of Indonesia.

Indonesian President Joko Widodo recently signed Law No. 11 of 2020 on Jobs Creation (the "Omnibus Law"). The stated aim of the Omnibus Law is to bolster investment and create jobs by streamlining regulations and simplifying the licensing process to improve the ease of doing business in Indonesia. The omnibus law concept offers problem-solving caused by overlapping and too many rules (over-regulation) (Putra, 2020). Thus the existence of the omnibus law will support Travel & Tourism policy and enabling conditions in Indonesia.

5. Discussion

Results from the qualitative and quantitative analysis complement each other has given a comprehensive phenomenon. Core themes from previous studies extracted from the Scopus Database on tourism development in Indonesia using Bali as patron provide deeper insight for statistical data that has been analyzed descriptively. From the results above, we can propose several strategies for the obtained macro phenomena. Some proposed thoughts for tourism strategies development are as follows:

5.1. Foreign Tourists and 10 New Balis

The results of thematic analysis from previous studies extracted from Scopus show that Bali Island has become a concern and inspired for the tourism in Indonesia. The results of the descriptive analysis also show that foreign tourists make Bali their leading destination when visiting Indonesia. Thus, Bali, which has been an attraction to foreign tourists for years, needs

to be patterned to increase and expand the tourist market share. As the Bali-like project offers various interests, the ten priority destinations around the Indonesian archipelago will attract more foreign tourists. However, understanding to practical implication for region development should be in the framework of the economy innovation need (Napolskikh and Yalyalieva, 2019).

What needs to be planned further is to prepare the local community to benefit from developing international-class tourism destinations agglomeration like Bali. In the minimum scope, residents around destination development locations should be provided with advanced tourism knowledge and primary lifetime incentives (Purbasari and Asnawi, 2014; Manaf et al., 2018; Purbasari and Manaf, 2018; Putri and Adinia, 2018). At least they are provided health insurance and higher education scholarship so that the community's next role is to gain prosperity rather than escape from poverty. Schooling and enrollment in higher education are significant and positively related with GDP per capita (Bajrami and Leka, 2020). Awareness should be prioritized because all this new interest in the environment and local cultures has created a dynamic economic engine that can spur healthy economic growth in under-developed areas and result in unsustainable growth followed by rapid downturns (Wood, 2002).

5.2. Domestic tourist and Understanding Spatial Capital

The visitor groups who were falling behind, distressed, and recognition seekers tend to be mostly absent from the travel experience because of the lack of money (Dávid et al., 2020), so creating tourism destinations and attractions for locals become notable since distance affect cost. Making the village, coastal, or even urban area a part of community-based tourism development is also a proven solution from previous research. During a relatively short period, community-based tourism managed to become very popular and actively visited. Community-based tourism is in line with the concept of spatial development found in qualitative data interpretation analysis. Moreover, landscape and natural beauty are significant factors that should be maintained carefully because its linked to visitors and community satisfaction (Nemes et al., 2019).

With many visitors, the involvement of labor and production factors in the area will grow (Arkhipova, 2020; Chairat and Pechsong, 2020). Furthermore, there are several ideas that tourism will be in small groups in the future. For Indonesia, with a population of 269,603,400 (The World Bank, 2020) with revenue still in the Lower-middle income category (the US \$ 996-3,895) (Calderwood and Soshkin, 2019), mass tourism is still needed to provide a more massive spread of money and extensive use of labor. Moreover, what should not be left out is improving hygiene and safety and health protocols concerned with disease/ pandemic prevention.

5.3. Environment and natural resources concern

The community's economic advantages are expected to be conditioned to strengthen its cultural, natural, and biodiversity identity in its region. The mix of geographical, natural, climatic and social conditions is also a specific local factor that can be act as ultimate capital for tourism activities (Kovács, 2014). In the future, tourism business uniqueness will become a competitive advantage which is difficult to compete with other countries. Linking existing jobs to tourism is also progressively necessary since it can increase added value and realize bio-diversity concerns (Pongponrat, 2011; Chakraborty, Saha and Ahmed Selim, 2020; Zen et al., 2020).

For the moment, we can say that the problem of sustainability is how to alleviate poverty without negatively affecting the natural environment in such a method that future economic prospects would not damage. So, the entire ecosystem keeps in a safe condition (Magda, 2013). This opportunity matters because Indonesia is an excellent place for biodiversity (Cleary and DeVantier, 2011). If these are managed, maintained, and adapted to local conditions, it will be a great advantage. Additional focus on the planned development of priority tourism destinations in the locality is ethnic culture, economic and business growth equalization, and protection of natural biodiversity. Concentration of large firms around urban

areas should be avoided so to cope with environmental problems and to maintain fair competition (Akbasogullari and Duran, 2020).

5.4. Infrastructure and interconnected area

One of the main issues of regional autonomy in Indonesia is the infrastructure development gap between urban and suburban areas (Suparwoko, 2012). The government should prepare physical infrastructures such as a new airport, new toll roads, and new tourist facilities in these various destinations. Furthermore, reducing the transportation cost in the region is expected to attract firms and increase the amount of labor, as well as revitalize the regional economy (Sakamoto, 2012). It is also essential to note Indonesia's top ten destinations consider the infrastructure connectivity. Sustaining the economic development linked to tourism constitute an important driver and one of the prominent key is efficient infrastructure (Cutrini and Valentini, 2017).

Data have shown that almost half (47.61%) of trips are for vacation/ recreation and leisure. It means that the need for tourism products is vital to continue to be created. Besides that, the purpose of travel related to friends & family visit also occupies an influential position (38.68%). Given Indonesia's culture, it likely becomes an obligation for the host to please guests or families who come; thus, the reasons for tourism & facilities development are needed. Restaurants, cafes, souvenirs, local snacks, and various local specialty products are essential to be adequately managed. Furthermore, technology adoption can also help to reduce regional inequalities (Alexiadis, 2020). Understanding these interconnected issues will put future planning align to many previous types of research.

5.5. Cultural resources and interconnected activities

Bali's tourism activity relies on the uniqueness of its culture, natural beauty, and the attitude of its citizens towards tourism (Putra, Adhika and Yana, 2021). The focus on it should become a model for the development of tourism activities elsewhere in Indonesia. The determination of cultural uniqueness and traditional values will position 10 New Bali's destinations to get a different market instead of competing.

It should not be forgotten is to prepare the capacity building for all stakeholders in the regions to realize that there are around 280 million domestic visitors who are a potential market that requires satisfying tourism services. Another interesting finding is that the number of pilgrimage/ religion tours is quite large (6.74%), and the figure has never decreased from year to year. Indonesia, which has many religious sites, needs to continue improving and promoting new locations to shape and capture this type of tourist. Research also shows that tourist sites related to pilgrimage/ religion can quickly improve residents' economic conditions (Alatas, 2020).

Furthermore, when hundreds of millions of visitors become marketing targets, disaster mitigation becomes essential. The study results show that public mitigation has positively less total damage from the disaster; however, the policymakers are advised to improve mitigation to control disaster (Akhter et al., 2020).

5.6. Local economy growth

Dynamic process and socio-economic benefits appear in the related themes of previous research. The research is also confirmed by statistical data, which shows that the number of tourist visits is correlated with the amount of income and economic benefits. The challenge of getting the same number of visitors or even a lot more before the Covid-19 pandemic becomes more severe for the next two years after 2020. Many parties have had to recover their decreased economy before thinking twice about traveling. So for Indonesia, which has the most significant visitor from China before pandemic will be affected for the future visitor shape.

However, optimism that the tourism business will continue to grow remains. Improving the quality of tourism products can encourage tourists to pay more because it relates to satisfaction (Žabkar, Brenčič and Dmitrović, 2010). When visitors want to spend more, there will be a potential increase in revenue from the previous one. Along with other factors such as perceived value, tourist satisfaction can provide destination marketers with greater insight into

tourist loyalty behavior (Song, Su and Liaoning Li, 2013). A product's quality will also determine someone to pay more (Spáčil and Teichmannová, 2016).

The findings of tourism impact in thematic analysis led to the understanding that a strategy is needed to better understand the importance of the local economy. Implementing a slow tourism strategy so that visitors do not just come, take pictures and leave without spending a penny also needs to be designed. Slow tourism is a concept to hold visitors in a destination longer so that there are a more profound linkage and engagement with the surrounding environment (Pécsek, 2018). Furthermore, it will encourage more lavish spending with additional benefits in the form of concern for the destination environment due to creating unique co-creation of experiences, allowing tourists to become more physically and emotionally engaged in planning their vacations (Mathis et al., 2016).

5.7. Comprehensive development view

The role of government as a facilitator and catalyst in collaboration with local small-medium enterprises improves the local economy and social impact (Zapata et al., 2011). Furthermore, the government should support capacity building and give financial and technical assistance (UNEP, 2017), including more empowered non-capital-intensive enterprises. It also maximizes local skills and technology, discourages enclave practices, encourages flexible public-private partnerships, and creates and strengthens institutions and develops revenue-sharing policies for communities (Mandić, 2019).

New visitor's travel routes also need to be continuously developed by the local government and synchronized with the central government's Priority Destinations policy so that prospective tourists can plan for their trips. Thus a bottom-up approach and participatory process is required to establish a new economic paradigm (Stilianos and Christos, 2011; Papadopoulou, Papalexiou and Hasanagas, 2012; Horvath and Magda, 2017). The increase in consumption, investment, and government expenditure in the tourism industry positively affects economic growth (Hariyani, 2018). In other words, tourist facilities built to target foreign tourists should have an alignment version for domestic tourists at affordable prices. It also avoids too high a difference in inflation between regions because of deviations of the inflation rate, the speed of reaction of implementing correction measures, and the output cost of implementation that will affect other sectors (Kuncoro, 2020). Moreover, it will encourage the growth of trips and more widely destination option.

6. Conclusions

Using qualitative interpretation from thematic analysis and descriptive data analysis can help to see the prospects for a country's tourism development plan more fully comprehensive and scientific. Putting aside the very casuistic 2020 data due to the Covid-19 pandemic, the opportunities for tourism in Indonesia are still very bright. Stable and optimistic growth data shows tourism and various related activities will be pillars of the national economy. The creation of priority destinations using Bali as a model to increase the number of foreign tourists supported by massive infrastructure must also be synchronized with regional tourism development so that local people also get a good impact, especially from domestic tourists. Special economic zones like priority destinations are expected to succeed and boost economic growth (Khan and Haasis, 2020).

Attention to visitor demographic elements also needs to be increased because their services are also different. The needs that are understood and planned from the beginning of developing a tourism business will encourage better economic activity. This understanding of the origin of tourists and demographics also brings positive relationships for the people who run businesses. Socio-economic and environmental capital will push creative industries backed by supportive policies will become prominent issues to get higher added value for community (Lincaru et al., 2020). Furthermore, the government's economic policy should consider the local wisdom to overtake the related problems (Kuncoro, 2020), including tourism business activities. Another crucial thing that needs to be considered in any tourism development is that competitive advantages in culture, customs, local wisdom, and biodiversity must be maintained as a strong determination with competitors. Moreover, the

environmental damage that has occurred in Bali due to the impact of tourism can also be anticipated for other areas that will become priority destinations.

7. Limitations and Recommendations

The mixed methods, thematic and descriptive, allowed us to give rigorous perspective about specific topics. The Nvivo application help to build qualitative analysis to approximate the reality of the content and trend, and in this way, reduce the time needed to carry out the research. However, it is a method of approximation, and of course, it can be developed more. The approximation of qualitative analysis is then strengthened by quantitative descriptive analysis, thereby reducing the gaps in its studies.

The source for this study was a single database resource, which in our case was Scopus. It would be interesting to extend this work in the future and study another source in the same way. By comparing the results of both studies, the proposed view could be more evaluated. It would also be interesting to do a similar investigation using the most considered successful tourism destination as this one on different countries to understand the results and determine the difference in tourism future planning based on the previous related researches.

Acknowledgment

Special thanks to the Hungarian University of Agriculture and Life Sciences, STIE Pariwisata API of Indonesia, Cairo University Egypt, Stipendium Hungaricum Scholarship, and Indonesian Ministry of Education & Culture and Cairo University- Egypt as sending partner.

8. References

- Adhika, I. M. and Putra, I. D. G. A. D. (2021) 'Reinvigorating cultural landscapes for planning cultural tourism in Bali', *Geojournal of Tourism and Geosites*, 33(4), pp. 1462–1469. doi: 10.30892/gtg.334spl03-594.
- Akbasogullari, N. and Duran, H. E. (2020) 'Firm Size and Location Choice of Food Industry: Izmir/Turkey Case', *Regional Science Inquiry*, XII(2), pp. 123–132.
- Akhter, W. et al. (2020) 'Nexus between natural and technical disaster shocks, resource depletion and growth-specific factors: evidence from quantile regression', *Natural Hazards*. Springer Netherlands, 104(1), pp. 143–169. doi: 10.1007/s11069-020-04163-w.
- Alatas, I. F. (2020) 'Dreaming saints: exploratory authority and Islamic praxes of history in Central Java', *Journal of the Royal Anthropological Institute*, 26(1), pp. 67–85. doi: 10.1111/1467-9655.13177.
- Alexiadis, S. (2020) 'REGIONAL CONVERGENCE: THEORY AND EMPIRICS', *Regional Science Inquiry*, XII(1), pp. 245–252.
- Antolini, F. and Grassini, L. (2020) 'Methodological problems in the economic measurement of tourism: the need for new sources of information', *Quality and Quantity*. Springer Netherlands, 54(5), pp. 1769–1780. doi: 10.1007/s11135-019-00962-x.
- Arkipova, L. S. (2020) 'Territorial Differentiation of Labor As a Factor in the Sustainability of Regional Economies', *Regional Science Inquiry*, XII(2), pp. 165–178.
- Bajrami, E. and Leka, B. (2020) 'Human Capital and Higher Education As Drivers of Economy in Albania', *Regional Science Inquiry*, XII(2), pp. 153–164.
- Banik, S. and Mukhopadhyay, M. (2020) 'Model-based strategic planning for the development of community based tourism: a case study of Ayodhya Hills in West Bengal, India', *GeoJournal*. Springer Netherlands, 0. doi: 10.1007/s10708-020-10314-0.
- Barkauskas, V., Barkauskienė, K. and Jasinskas, E. (2015) 'Analysis of Macro Environmental Factors Influencing the Development of Rural Tourism: Lithuanian Case', *Procedia - Social and Behavioral Sciences*, 213, pp. 167–172. doi: 10.1016/j.sbspro.2015.11.421.
- Berawi, M. A., Miraj, P. and Sidqi, H. (2017) 'Economic corridor of industrial development in Indonesia', in *IOP Conference Series: Earth and Environmental Science*, pp. 1–9. doi: 10.1088/1755-1315/109/1/012032.
- BPS-Statistics Indonesia (2020a) Domestic Tourism Statistics 2019. Jakarta: BPS-Statistics Indonesia.
- BPS-Statistics Indonesia (2020b) Economic Indicators August 2020, Monthly Statistical Bulletin. Jakarta.
- BPS-Statistics Indonesia (2020c) Statistical Yearbook of Indonesia 2020. Jakarta: BPS-Statistics Indonesia. Available at:

- <https://www.bps.go.id/publication/2020/02/28/6e654dd717552e82fb3c2ffe/statistik-indonesia--penyediaan-data-untuk-perencanaan-pembangunan.html>.
- Burnham, J. F. (2006) 'Scopus database: A review', *Biomedical Digital Libraries*, 3, pp. 1–8. doi: 10.1186/1742-5581-3-1.
- Calderwood, L. U. and Soshkin, M. (2019) *The Travel and Tourism Competitiveness Report 2019*. Geneva: World Economic Forum. Available at: http://www3.weforum.org/docs/WEF_TTCR_2019.pdf.
- Chairat, K. and Pechsong, P. (2020) 'Effects on Empirical Economic Performance in Provincial Cluster of the Southern Shore of the Gulf of Thailand', *Regional Science Inquiry*, XII(2), pp. 113–121.
- Chakraborty, S., Saha, S. K. and Ahmed Selim, S. (2020) 'Recreational services in tourism dominated coastal ecosystems: Bringing the non-economic values into focus', *Journal of Outdoor Recreation and Tourism*. Elsevier Ltd, 30(March), p. 100279. doi: 10.1016/j.jort.2020.100279.
- Cleary, D. F. R. and DeVantier, L. (2011) 'Indonesia: Threats to the Country's Biodiversity', *Encyclopedia of Environmental Health*, (December), pp. 187–197. doi: 10.1016/B978-0-444-52272-6.00504-3.
- Constantin, D. L. et al. (2016) 'Successful restructuring features for regional economies in the EU New member states. An emphasis on the Alba county of Romania', *Revista Portuguesa de Estudos Regionais*, 41(1), pp. 21–34.
- Cutrini, E. and Valentini, E. (2017) 'Regional Strategies For Dealing With Structural Change', *Regional Science Inquiry*, IX(1), pp. 107–117.
- Dávid, L. D. et al. (2020) 'Can we understand non-tourism as a form of sustainable tourism? The role of lifestyle and motivations behind non-traveling based on the Hungarian example', *Sustainability (Switzerland)*, 12(18). doi: 10.3390/SU12187353.
- Diniz, F. and Upadhyay, V. (2010) 'Productive Specialization and Regional Development At State Level in India', *Regional Science Inquiry*, II(2), pp. 105–118.
- Dwyer, L., Forsyth, P. and Spurr, R. (2016) 'Tourism economics and policy analysis: Contributions and legacy of the Sustainable Tourism Cooperative Research Centre', *Journal of Hospitality and Tourism Management*. Elsevier Ltd, 26, pp. 91–99. doi: 10.1016/j.jhtm.2016.01.003.
- Fazito, M., Scott, M. and Russell, P. (2016) 'The dynamics of tourism discourses and policy in Brazil', *Annals of Tourism Research*. Elsevier Ltd, 57, pp. 1–17. doi: 10.1016/j.annals.2015.11.013.
- Fitra, S. (2019) *Expensive Flight Tickets: Cartel Practice or Airline Rescue Effort*, en.katadata.co.id.
- Garcia Lucchetti, V. and Font, X. (2013) 'Community Based Tourism: Critical Success Factors', *ICRT Occasional Paper*, pp. 1–21. Available at: <https://www.cabdirect.org/cabdirect/abstract/20133252735>.
- Hariyani, H. F. (2018) 'TOURISM SECTOR PERFORMANCE ON INDONESIA'S ECONOMIC GROWTH', *Jurnal Ekonomi Pembangunan*, 16(01), pp. 45–56. Available at: <http://journal.unair.ac.id/download-fullpapers-ln522cc87c61full.pdf>.
- Holladay, P. J. and Ormsby, A. A. (2011) 'A comparative study of local perceptions of ecotourism and conservation at Five Blues Lake National Park, Belize', *Journal of Ecotourism*, 10(2), pp. 118–134. doi: 10.1080/14724049.2010.529910.
- Horvath, B. and Magda, R. (2017) 'Possible bottlenecks in the strategic management of environmentally engaged companies - Transition to the world of circular businesses', *SMSIS 2017 - Proceedings of the 12th International Conference on Strategic Management and its Support by Information Systems 2017*, (May), pp. 11–20.
- Indonesian Ministry of Home Affairs (2017) *Indonesian Ministry of Home Affairs*. Jakarta: Indonesian Ministry of Home Affairs. Available at: <https://peraturan.bpk.go.id/Home/Details/111512/permendagri-no-137-tahun-2017>.
- Joukes, V., Costa, I. and Diniz, F. (2018) 'Public Participation In Urban Heritage Promotion: Residents', Visitors', And Students' Contributions', *Regional Science Inquiry*, 1(103–115), pp. 103–115.
- Kent State University Libraries (2020) *Statistical & Qualitative Data Analysis Software: About NVivo*. Available at: <https://libguides.library.kent.edu/statconsulting/NVivo> (Accessed: 1 March 2021).
- Khan, A. and Haasis, h. . H.-D. (2020) 'Spatially Induced Effects and Sustainability for Special Economic Zones: Implications for Zones in Pakistan Under China Pakistan Economic Corridor', *Regional Science Inquiry*, XII(2), pp. 179–194.
- Kovács, D. (2014) 'From mass production to a genuine rural experience economy: The case of the villány wine region in Hungary', *Studies in Agricultural Economics*, 116(1), pp. 49–56. doi: 10.7896/j.1324.
- Krabokoukis, T. (2020) 'Detecting Interregional Patterns in Tourism Seasonality of Greece: a Principal Components Analysis Approach', *Regional Science Inquiry*, XII(2), pp. 91–112.
- Kuncoro, H. (2020) 'Regional inflation dynamics and its persistence – The case of selected regions in Indonesia', *Regional Statistics*, 10(2), pp. 95–116. doi: 10.15196/rs100211.

- Lanya, I. et al. (2018) 'Planning of Agro-Tourism Development, Specific Location in Green Open Space Sarbagita Area, Bali Province', in *IOP Conference Series: Earth and Environmental Science*, pp. 1–8. doi: 10.1088/1755-1315/123/1/012038.
- Lincaru, C. et al. (2020) 'PATTERNS OF MAINLY TOURISM SECTORS AT LOCAL LEVEL BY EMPLOYEE'S CHARACTERISTICS USING GIS MULTIVARIATE CLUSTERING ANALYSIS-ROMANIA CASE STUDY', *Regional Science Inquiry*, XII(1), pp. 261–290.
- Loeb, S. et al. (2017) 'Descriptive analysis in education: A guide for researchers', U.S. Department of Education, Institute of Education Sciences. National Center for Education Evaluation and Regional Assistance, pp. 1–40. Available at: <https://eric.ed.gov/?id=ED573325>.
- LPEM-FEBUI (2018) Laporan Akhir Kajian Dampak Sektor Pariwisata Terhadap Perekonomian Indonesia, Kementerian Pariwisata Republik Indonesia. Jakarta. Available at: https://www.kemenparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1554437393_Laporan_Akhir.pdf.
- Magda, R. (2013) 'Difficulties in Sustainability and Land Utilisation', *Visegrad Journal on Bioeconomy and Sustainable Development*, 2(1), pp. 15–18. doi: 10.2478/vjbsd-2013-0003.
- Manaf, A. et al. (2018) 'Community-Based Rural Tourism in Inter-Organizational Collaboration: How Does It Work Sustainably? Lessons Learned from Nglanggeran Tourism Village, Gunungkidul Regency, Yogyakarta, Indonesia', *Sustainability*, 10(7), p. 2142. doi: 10.3390/su10072142.
- Mandić, A. (2019) 'Nature-based solutions for sustainable tourism development in protected natural areas: a review', *Environment Systems and Decisions*, pp. 249–268. doi: 10.1007/s10669-019-09718-2.
- Mathis, E. F. et al. (2016) 'The effect of co-creation experience on outcome variable', *Annals of Tourism Research*. Elsevier Ltd, 57, pp. 62–75. doi: 10.1016/j.annals.2015.11.023.
- Milne, S. et al. (2012) *Tourism & Urban Development : Building Local Economies & Sense of Place-Kingsland*. Auckland. Available at: <http://www.kingslandnz.com/Portals/1/KingslandMicroTourismPresentation20April2012.pdf>.
- Napolskikh, D. and Yalyalieva, T. V (2019) 'Modeling Of regional Economic Development Based On Innovative Clusters', *Regional Science Inquiry*, XI(2), pp. 73–81.
- Ndivo, R. M. and Cantoni, L. (2016) 'Rethinking local community involvement in tourism development', *Annals of Tourism Research*. Elsevier Ltd, 57, pp. 275–278. doi: 10.1016/j.annals.2015.11.014.
- Nemes, G. et al. (2019) 'The local food system in the "genius loci" – the role of food, local products and short food chains in rural tourism', *Studies in Agricultural Economics*, 121(2), pp. 111–118. doi: 10.7896/j.1910.
- Nowell, L. S. et al. (2017) 'Thematic Analysis: Striving to Meet the Trustworthiness Criteria', *International Journal of Qualitative Methods*, 16(1), pp. 1–13. doi: 10.1177/1609406917733847.
- Oberman, R. et al. (2012) *The archipelago Economy: Unleashing Indonesia's potential*, McKinsey Global Institute. Available at: http://www.tandfonline.com/doi/abs/10.1080/00036846.2011.591735%5Cnhttp://www.mckinsey.com/insights/asia-pacific/the_archipelago_economy%5Cnhttp://www.jstor.org.libproxy.mit.edu/stable/1972690%5Cnhttp://documents.worldbank.org/curated/en/2012/08/16587797/.
- OECD (2018) *OECD Economic Surveys Indonesia October 2018 Overview*, OECD Economic Surveys. doi: 10.1787/9789264026940-pl.
- Omerzel, D. G. (2015) 'Innovativeness in Tourism: Model Development', *Procedia Economics and Finance*. Elsevier B.V., 23(October 2014), pp. 750–756. doi: 10.1016/S2212-5671(15)00550-X.
- Papadopoulou, E., Papalexiou, C. and Hasanagas, N. (2012) 'Participatory evaluation of rural development programmes: A qualitative approach in the case of modernisation of agricultural holdings in Greece', *Regional Science Inquiry*, 4(1), pp. 81–94.
- Pécssek, B. (2018) *Slow Tourism As the Sustainable Alternative for Developing Urban Tourism Destinations*. Szent István University.
- Pongponrat, K. (2011) 'Participatory Management Process in Local Tourism Development: A Case Study on Fisherman Village on Samui Island, Thailand', *Asia Pacific Journal of Tourism Research*, 16(1), pp. 57–73. doi: 10.1080/10941665.2011.539391.
- Purbasari, N. and Asnawi, A. (2014) 'Keberhasilan Community Based Tourism Di Desa Wisata Kembangarum, Pentingsari Dan Nglanggeran', *Teknik PWK*, 3(3), pp. 476–485. Available at: [http://download.portalgaruda.org/article.php?article=164661&val=4689&title=KEBERHASILAN COMMUNITY BASED TOURISM DI DESA WISATA KEMBANGARUM, PENTINGSARI DAN NGLANGGERAN](http://download.portalgaruda.org/article.php?article=164661&val=4689&title=KEBERHASILAN%20COMMUNITY%20BASED%20TOURISM%20DI%20DESA%20WISATA%20KEMBANGARUM,%20PENTINGSARI%20DAN%20NGLANGGERAN).
- Purbasari, N. and Manaf, A. (2018) 'Comparative Study on the Characteristics of Community-Based Tourism between Pentingsari and Nglanggeran Tourism Village, Special Region Yogyakarta', in *ICENIS 2017 E3S Web of Conferences*, p. 09007. doi: 10.1051/e3sconf/20183109007.

- Putra, A. (2020) 'Penerapan Omnibus Law Dalam Upaya Reformasi Regulasi', *Jurnal Legislasi Indonesia*, Vol 17(12), pp. 1–10.
- Putra, I. D. G. A. D., Adhika, I. M. and Yana, A. A. G. A. (2021) 'Reviving cultural tourism in kendran bali indonesia: Maintaining traditional architecture and developing community-based tourism', *Civil Engineering and Architecture*, 9(2), pp. 328–338. doi: 10.13189/cea.2021.090206.
- Putri, F. A. and Adinia, N. C. (2018) 'The Role of Communication in Sustainable Development Tourism : A Case Study on Community-based Tourism (Pokdarwis) in Nglanggeran Village', *Jurnal Komunikasi Indonesia*, VII(2), pp. 153–161.
- Sakamoto, H. (2012) 'CGE analysis of transportation cost and regional economy: East Asia and Northern Kyushu', *Regional Science Inquiry*, 4(1), pp. 121–140.
- Saldaña, J. (2013) *The Coding Manual for Qualitative Researchers*. 2nd edn. Edited by J. Seaman. SAGE.
- Sneddon, J. et al. (2016) 'Animal welfare values and tourist behaviour', *Annals of Tourism Research*. Elsevier Ltd, 57, pp. 234–236. doi: 10.1016/j.annals.2016.01.006.
- Song, Z., Su, X. and Liaoning Li (2013) 'The Indirect Effects of Destination Image on Destination Loyalty Intention Through Tourist Satisfaction and Perceived Value: The Bootstrap Approach', *Journal of Travel and Tourism Marketing*, 30(4), pp. 386–409. doi: 10.1080/10548408.2013.784157.
- Spáčil, V. and Teichmannová, A. (2016) 'Intergenerational Analysis of Consumer Behaviour on the Beer Market', *Procedia - Social and Behavioral Sciences*. The Author(s), 220(March), pp. 487–495. doi: 10.1016/j.sbspro.2016.05.524.
- Stamboulis, Y. and Skayannis, P. (2003) 'Innovation strategies and technology for experience-based tourism', *Tourism Management*, 24(1), pp. 35–43. doi: 10.1016/S0261-5177(02)00047-X.
- Stilianos, A. and Christos, L. (2011) 'OPTIMAL ALLOCATION OF INVESTMENT AND REGIONAL DISPARITIES', *Regional Science Inquiry*, III(2), pp. 45–59.
- Succurro, M. (2016) 'Encyclopedia of Law and Economics', in Marciano, A. and Ramello, G. B. (eds) *Encyclopedia of Law and Economic*. New York, NY: Springer New York. doi: 10.1007/978-1-4614-7883-6.
- Sun, Y. Y., Cadarso, M. A. and Driml, S. (2020) 'Tourism carbon footprint inventories: A review of the environmentally extended input-output approach', *Annals of Tourism Research*. Elsevier, 82(August 2019), p. 102928. doi: 10.1016/j.annals.2020.102928.
- The World Bank (2020) *The World Bank in Indonesia*, World Bank. Available at: <https://www.worldbank.org/en/country/indonesia/overview> (Accessed: 6 December 2020).
- UNEP (2017) *Indicators of Success: Demonstrating the shift to Sustainable Consumption and Production Principles, process and methodology*, United Nations Environment Programme. Available at: https://www.oneplanetnetwork.org/sites/default/files/indicators_of_success_-_principles_process_and_methodology_0.pdf.
- Vitasurya, V. R. (2016) 'Local Wisdom for Sustainable Development of Rural Tourism, Case on Kalibiru and Lopati Village, Province of Daerah Istimewa Yogyakarta', *Procedia - Social and Behavioral Sciences*. Elsevier B.V., 216(October 2015), pp. 97–108. doi: 10.1016/j.sbspro.2015.12.014.
- Wang, K., Xu, H. and Huang, L. (2020) 'Wellness tourism and spatial stigma: A case study of Bama, China', *Tourism Management*. Elsevier Ltd, 78(November 2019), p. 104039. doi: 10.1016/j.tourman.2019.104039.
- Wood, M. E. (2002) *Ecotourism : Principles, Practices & Policies For Sustainability*. First, The International Ecotourism Society. First. Burlington: UNEP. doi: 10.1079/9781845934002.0000.
- World Tourism Organization (2019) *International Tourism Highlights, 2019 Edition*, UNWTO. Madrid: UNWTO. doi: <https://doi.org/10.18111/9789284421152>.
- World Travel & Tourism Council (2021) *TRAVEL & TOURISM : ECONOMIC 2021*. Available at: [https://wttc.org/Portals/0/Documents/EIR/EIR2021 Global Infographic.pdf?ver=2021-04-06-170951-897](https://wttc.org/Portals/0/Documents/EIR/EIR2021%20Global%20Infographic.pdf?ver=2021-04-06-170951-897).
- Xi, J. et al. (2015) 'Spatial morphology evolution of rural settlements induced by tourism: A comparative study of three villages in Yesanpo tourism area, China', *Journal of Geographical Sciences*, 25(4), pp. 497–511. doi: 10.1007/s11442-015-1182-y.
- Žabkar, V., Brenčič, M. M. and Dmitrović, T. (2010) 'Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level', *Tourism Management*, 31(4), pp. 537–546. doi: 10.1016/j.tourman.2009.06.005.
- Zapata, M. J. et al. (2011) 'Can community-based tourism contribute to development and poverty alleviation? Lessons from Nicaragua', *Current Issues in Tourism*, 14(8), pp. 725–749. doi: 10.1080/13683500.2011.559200.
- Zen, I. S. et al. (2020) 'Quo vadis development: assessing the livelihood of indigenous people's communities in Malaysia and the potential for community-based conservation effort', *Environment*,

Development and Sustainability. Springer Netherlands, (0123456789). doi: 10.1007/s10668-020-00813-y.

Zhang, L. and Stewart, W. (2017) 'Sustainable Tourism Development of Landscape Heritage in a Rural Community: A Case Study of Azheke Village at China Hani Rice Terraces', *Built Heritage*, 1(4), pp. 37–51. doi: 10.1186/bf03545656.